

Radisson Blu directs London's Diners with Underground Campaign from Out of Home International

Monday 19 May, 2014

International hotel chain Radisson Blu Edwardian has appointed [Out of Home International](#) to coordinate an advertising campaign on the London Underground.

A variety of [escalator panels adverts](#) will feature at four premium underground stations from May 19th to promote two of the Radisson Blu Edwardian hotels' central eating places – Scoff & Banter and Steak & Lobster.

The two week campaign will feature along escalators at Warren Street, Leicester Square, Bond Street and Tottenham Court Road stations.

The tasteful Scoff & Banter adverts emphasise the restaurant's British menu – alternating between text reading "Great food from all over Great Britain" and "Putting the eat in Great Britain". The escalator panel adverts clearly give consumers directions to the restaurant based on the station they are currently at.

Bold and striking designs for restaurant Steak & Lobster cleverly play on the eateries' simple menu choice; reading "Food for eating. Not thought" and "Steak or Lobster. This or that." The price is also included as an added incentive for readers, and the restaurant's branding is heavily featured throughout the adverts to develop brand awareness. Commuters are again clearly given directions to the venue, stating instructions such as which exit to take when leaving the station.

Escalator panel advertising offers a platform to project campaign artwork and engage with captive audiences as they pass the screens – many of whom will be looking for inspiration on eating out in the capital.

Lee Dentith, CEO of Out of Home International's parent company Media Agency Group said: "Escalator panels are an unparalleled format to generate exposure to audiences in London. This strategically placed and highly engaging campaign will effectively target some of the 3.5 million users who travel on the underground on a daily basis and ensure each restaurant is placed on the proximate map."

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