Salford Residents Urged to Make Their Mark with New OOH Ad Campaign

Monday 27 April, 2015

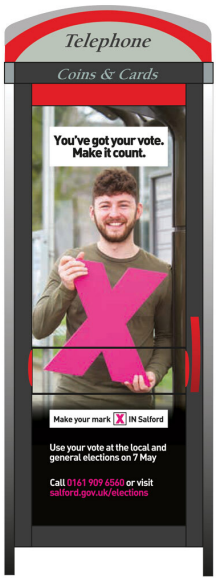
Out of Home International has launched a new outdoor advertising campaign on the streets of Salford, encouraging residents to vote in the upcoming local and general elections on 7 May. The ads have been coordinated by Out of Home International alongside Salford City Council, with 25 phone box advertisements and 15 6 sheet posters on display since 20 April.

Each ad features a local Salford resident, with text encouraging the public to utilise their vote to 'make their mark' in Salford. By advertising on the city's phone boxes, Salford City Council has guaranteed high exposure of this latest campaign, which will be running until early May as the election draws nearer. 6 sheet advertisements are also a great way to communicate a brand, product or message to consumers on the move, with high audience coverage and frequency when placed in busy city centres or high-footfall areas.

The upcoming elections will take place on Thursday 7 May, with those registered to vote able to have their say on a local and a national level. Salford residents can find out more about the local and general elections, including information on candidates and polling stations at www.salford.gov.uk/elections, or can call 0161 909 6560.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said: "*We're delighted to have played a major role in this latest ad campaign from Salford City Council, and it's great to be involved in something as important as encouraging residents to vote in the upcoming elections. The adverts look fantastic and are situated in some prime locations across the city in Salford, so we're confident that the campaign will yield some positive results, leading to a healthy turnout of voters on election day.*"

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