Skin Deep Medical Fills the Gap with Out of Home International

Friday 8 November, 2013

Medical aesthetics clinic brand Skin Deep Medical are launching an outdoor advertising campaign co-ordinated by Out of Home International and marketing agency Propel Technology. Promotional sites will generate a presence for local branches, with 48 sheet billboards launching on the 4th November. The campaign will target Banbury for 6 weeks and Coventry and Warwick for 2 weeks, with Warwick receiving an additional fortnight from the 2nd December. Stratford-upon-Avon will also enjoy 2 weeks of activity scheduled from the 2nd December.

Four geographically tailored artworks will be present in each area, all containing the photographic image of a woman accompanied by the strapline “Mirror Mirror on the Wall”. A contact telephone number and website are printed within a black strip along the base, which also contains the Skin Deep Medical logo; and a selection of available treatments is printed beneath the strapline, such as “dermal fillers” and “facial peels”, followed by the promise of “fully trained medical professionals”.

The creative space of a 48 sheet billboard will allow Skin Deep Medical to fully maximise its marketing potential, instantly capturing the attention of local audiences. CEO of Out of Home International’s parent company Media Agency Group, Lee Dentith, said: “With the festive season approaching, an increased pressure to look good gives Skin Deep Medical the perfect chance to target potential clients. Billboard adverts will enhance the brand amongst relevant, regional audiences, ensuring that Skin Deep Medical cements itself at the forefront of its market.”

Media:



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