Taylor Walker Builds on Tradition with Out of Home International

Thursday 21 November, 2013

Out of Home International and communications agency Elliotts are working with pub management company Spirit, showcasing two refurbished pubs under their Taylor Walker brand through a dual format advertising campaign in South West London and also in Norwich. For 4 weeks commencing the 18th November, selected sites in the London district of Clapham will project The Junction pub across 6-sheet billboards, with corresponding phone box adverts launching for Norwich's Compleat Angler pub for 2 weeks from the 2nd December.

Photographic images are used to define the Taylor Walker brand, communicating their primary assets of traditional food and drink. The respective pub names are presented across the creative, followed by an address and telephone number. The Taylor Walker website and social media call-to-action are included along the advert base.

Spirit currently has over 400 leased pubs across the UK and manages a further 800, in addition to Wacky Warehouse activity centres. A catalogue of award-winning brands comprises their pub directory, including Brewers Fayre, Taylor Walker and Flaming Grill.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "Proximity outdoor advertising is a great way of drawing custom into these newly refurbished pubs, particularly over the Christmas period when relaxed dining and socialising is at its peak."

Media:



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Christmas :: Leisure & Hobbies ::

Related Keywords:

Norwich :: London :: Taylor Walker :: Pub :: Outdoor :: Advertising ::

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