

The Gracechurch Centre gives the perfect gift with Out of Home International

Friday 8 November, 2013

[Out of Home International](#) and marketing agency Key Lime are collaborating to amplify brand awareness for Sutton Coldfield's retail destination The Gracechurch Centre. An 8-week outdoor campaign will run through November and December, with [6 sheet billboards](#) targeting several West Midlands locations in the run-up to Christmas.

A duo of creatives promotes both the range of shops and the Gracechurch gift card, encouraging locals to use the centre for sourcing Christmas gifts. Social media call-to-action accompanies the brand website and logo along the base of the advert.

The Gracechurch Centre lies in the town centre of Sutton Coldfield, open 7 days a week with reasonable car park tariffs and 60p parking all Sunday. A 15-minute drive from Birmingham, The Gracechurch centre is an alternative option for shoppers looking to avoid the chaos of the city, with a plethora of high street favourites, department stores, banks and eating options.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "The Christmas season annually signals a peak in public expenditure, and so outdoor billboards are a great way to encourage local communities to choose The Gracechurch Centre for their festive needs."

Fiona Faizey, Marketing Manager at The Gracechurch Centre, said: "As we were launching our new name, logo and branding, it was important how we engaged with our customers and a strong outdoor campaign was an essential part of the media platforms we utilised. With strong creative and position of outdoor marketing I'm sure it will attract even more customers."

Media:



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