

The Ionian Islands begin on the tube with Out of Home International

Thursday 7 November, 2013

The Ionian Islands' regional council is preparing to saturate the city of London with their Greek holiday destinations, working with Out of Home International for the launch of a [London Underground advertising](#) campaign. Digital LCD screens will be present across the network during the beginning of November, presenting the Ionian Islands as the perfect antidote to Britain's bitter winter.

A calming blue background displays the strapline "where the journey begins", featuring photographic imagery of a boat and a pink-flowered branch. The destination logo is included beneath the content, along with a list of the seven principle Ionian Islands. A collection of tourism partners is also contained along the advert base.

Scattered off the coast of mainland Greece, the Ionian Islands are comprised of seven principal islands, including the popular resorts of Corfu, Kefalonia and Zante. Boasting lush vegetation and terrains ranging from blue seas to mountains, these relaxing destinations offer a cultural escape from the fast-paced city, with a consistently temperate climate.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "By targeting the endless bustle of the London Underground, the Ionian Islands will stand out as a solution for many commuters' daily stress, with the use of [digital outdoor screens](#) allowing the campaign artwork to infiltrate their vision."

Media:



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