

The New Inventive Bar Company invites you to join them for Good Times

Tuesday 20 May, 2014

Media Agency Group is pleased to be furthering its relationship with The New Inventive Bar Company by using its specialist outdoor division – [Out of Home International](#), to coordinate another outdoor billboard campaign.

4 sheet billboards will be displayed throughout Clapham North and Clapham Common stations, and a 16 sheet [high-impact billboard](#) will feature on Clapham High Street. Both formats will launch on May 19th and run for eight weeks.

The campaign advertises the Revolution bar and kitchen located on Clapham High Street, promoting the venue as an “all new drinking and dining experience”.

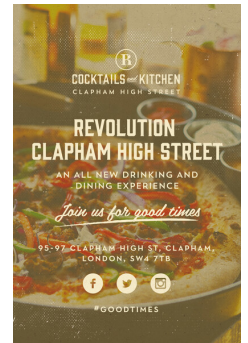
Inviting audiences to “join us for the good times”, the warm and inviting adverts entice audiences with an attractive, rustic image of some of the food on offer.

Social icons and a campaign-specific hashtag are used to encourage social interaction and response.

Location-targeted outdoor campaigns enable reach to relevant consumers, ensuring no advertising efforts are wasted. The strategically placed adverts target audiences travelling into Clapham, as well as those already close to Revolution on Clapham High Street.

Lee Dentith, CEO of Out of Home International's parent company Media Agency Group, said: “This latest campaign for The New Inventive Bar Company uses two formats to reinforce the brand in the minds of passers-by, using proximity advertising as a great way to draw customers in to a new establishment.”

Media:



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