8x8 Solutions and Media Agency Group get businesses communicating in London

Friday 9 May, 2014

8x8 Solutions is targeting the capital with a multi-format advertising campaign from Media Agency Group.

Commencing early May, the campaign will encourage London's business people to use 8x8 for their company phone service.

Six sheet adverts will be featured for 2 weeks at Canary Wharf and London City Airport, with corresponding adverts featuring on train car panels on the DLR Network trains. 30 second radio spots will also be broadcast on Talksport London.

The campaign will be re-launched on the June 2nd and September 22nd, both for a two week duration. The engaging design appeals to audiences by offering to ease work frustrations by providing a complete and efficient phone service, using the strapline: "There are many frustrations in business, but your phone service shouldn't be one of them!"

Strategically placed across London's most business-orientated areas, the targeted campaign encourages consumers to find out more by clearly displaying a website address and text number as a call-to-action.

8x8 Solutions offer award-winning hosted VoIP solutions for businesses - delivering a comprehensive suite of services to provide the best communication and collaboration solutions.

Lee Dentith, CEO of Media Agency Group said:
"Positioning this campaign across Canary Wharf and London City airport will effectively target the city's business people as they travel into the capital for work purposes. Reinforcing the campaign with engaging radio ads will ensure that 8x8 Solutions' services are heard by key consumers right throughout the capital."

Media:



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