Ad Campaign Promotes RSM after Re-Brand From Baker Tilly

Tuesday 27 October, 2015

Media Agency Group *is delighted to showcase one of its recent exciting national advertising campaigns, working alongside professional services firm* ***Baker Tilly*** *as it completes a global re-brand to* ***RSM.***

A multi-format media campaign sees the new RSM branding on show in airports, rail stations, online and in several major print publications.

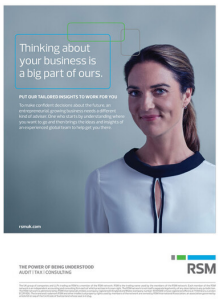
This strategic campaign includes advertisements in major airports, including Heathrow and Manchester, as well as fantastic out of home solutions in some busy rail stations across the country. Hoping to reach a large audience of professionals and businesspeople, the campaign also extends to digital advertising on a range of websites, as well as in major local and national newspapers and magazines.One of the largest accounting firms in the United Kingdom, with 35 offices across the country, Baker Tilly is now part of a global common brand unification, trading as RSM UK. A new logo, a re-designed website and a new Twitter handle are being rolled out across the RSM network, with Managing Partner Laurence Longe claiming:

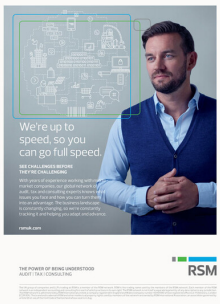
> "Uniting under a common brand presents a unique opportunity for RSM to truly become the first choice advertiser to middle market leaders, globally. Clients using an RSM firm will now have much greater confidence that they will receive the same high quality of professional service for their audit, tax and consulting needs wherever they do business in the world."

Managing Director of Media Agency Group, John Kehoe, said:

> "Media Agency Group is thrilled to have been involved in the promoting the new RSM brand name during what is an incredibly exciting time for the firms involved. This multi-format campaign has ensured fantastic exposure of the new RSM brand as several firms come together to unite under this new global identity.

Media:





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