Blackpool and The Fylde College and University Centre launch latest campaign with Media Agency Group

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Blackpool University Centre which is part of Blackpool and The Fylde College is to deliver its latest advertising campaign with the help of Media Agency Group.

Media Agency Group has coordinated a multi-format campaign for the college which will run throughout August. The first stage of the campaign begins on August 1st for four weeks and consists of Taxi Supersides. The bulk of the campaign will start on August 11th and run for two weeks with the final media appearing on August 28th for a further two weeks.

Every aspect of the campaign will be positioned at highly visible locations throughout Fylde, Preston and Chorley. The campaign will incorporate 6 Sheet posters, Bus and Taxi Supersides, Cinema Washrooms, Rail 4 Sheets, Telephone Boxes and 48 Sheets.

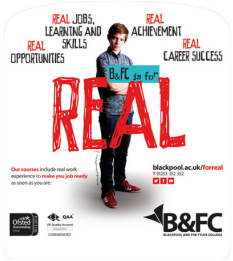
This wide-reaching campaign comprises a comprehensive media-mix that is sure to engage and absorb audiences across the area.

The staggered release of the different formats will each reinforce the university's campaign messages. The two main taglines of the campaign are 'Be somebody' and 'For Real', which alongside contextual artwork and design, present Blackpool University as a top education institution that prepares students for the real world of work.

Lee Dentith, CEO of Media Agency Group said:

"We are pleased to be working with Blackpool in raising awareness for its programmes and courses, and generating interest in this first-class education institution. A multi-format approach helps saturate a large target area with a campaign message and will ensure maximum exposure to a vast and varied audience throughout the targeted area."

Media:



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Education & Human Resources ::

Related Keywords:

Blackpool :: Advertising :: Bus :: Taxi :: Supersides ::

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