

Bloomberg Television Launches London Brand Campaign with Media Agency Group

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Bloomberg Television, the multi-platform 24-hour business and financial news network, has launched a major European brand campaign this week, targeting professionals, international business travellers and commuters across London.

The month-long digital outdoor campaign will place the network's leading regional anchors in the spotlight to promote the channel's flagship morning programmes, 'Countdown', 'On the Move' and 'The Pulse' which air weekdays from 6am – 11am GMT.

Damian Totman, Executive Creative Director of Bloomberg's Internal Agency, said: "The 'Start Smart...' campaign, created by Bloomberg's internal agency, carries the strapline 'Business Critical Information - From 6am' and reaffirms both Bloomberg's strengths and the extraordinary commitment of the team who contribute to the channel's output.

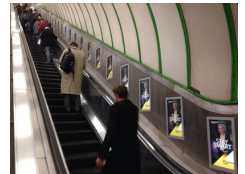
"The creative executions place an emphasis on equipping viewers - from the moment they open their eyes - with the critical information they need for the day ahead."

Booked by Media Agency Group, the campaign will see [digital outdoor screens](#) run a series of 10-second and 5-second animated advertisements, targeting major national rail interchange and commuter stations frequented by Bloomberg Television's audience of influential business and finance professionals. Liverpool St, London Bridge, Fenchurch St, Cannon St, Bank and Waterloo will all feature the ads during the peak travel times of 6-10am and 4-7pm.

Additional spots will run 24/7 at screens in more than 100 offices across the City, at the Bloomberg Hub at London City Airport, and on the platforms at Heathrow Airport terminals one to five. <http://www.pressmagmedia.com/|Print ads{/url}> will run in a selection of trade and consumer publications and an accompanying 30-second on-air promo showcasing the three programmes is now airing on Bloomberg Television in EMEA.

CEO of Media Agency Group, Lee Dentith, said: "Media Agency Group are thrilled to have a continued relationship with Bloomberg, having previously directed significant campaigns for Bloomberg Businessweek. As the digital outdoor market continues to thrive, Bloomberg Television will boost their position at the forefront of their industry through the use of digital screens in key areas for their target audience."

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