

Blue Planet Aquarium Take to The Screen with TV Advertising Media

Friday 4 April, 2014

Cheshire's Blue Planet Aquarium is taking to the screens this month with an advertising campaign from Media Agency Group's expert television division - [TV Advertising Media](#).

The 30 second advert will be shown across television and cinema screens in the [ITV Granada region](#) from April 7th, in a two week marketing campaign to encourage families to visit the North West's largest marine and freshwater aquarium.

Featuring for two weeks on ITV Granada channels, ITV Video on Demand and Sky Adsmart, the campaign reaches out to key audiences across Cheshire and surrounding areas. The advert features families enjoying a day out at the aquarium, with contact details and information clearly displayed throughout to create a memorable and lasting impression. The ad ends with directions to the aquarium, alongside the promise of "An awesome family day out."

The advert is also set to make it to the big screen, where it will play out to movie-goers across the Granada region at cinemas including Liverpool's Odeon, and Vue cinemas in Cheshire Oaks and Birkenhead.

Locals will get a second chance to view the advertorial in August, when Blue Planet Aquarium's campaign takes to their screens once again.

With the Easter holidays approaching, families across the region will undoubtedly be looking for entertaining days out – and the Blue Planet Aquarium appears as the perfect choice.

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