Bright HR Lights Up Manchester with #CIPD15 Campaign

Wednesday 4 November, 2015

Bright HR, a newly-launched cloud-based human resources service, is showcasing its recent rebrand with a stand-out taxi advertising campaign in Manchester, allowing attendees at this week's CIPD Annual Conference and Exhibition to travel in style to one of the biggest events in the HR calendar.

Coordinated by Media Agency Group as part of its continued work with Bright HR, a full wrap taxi campaign will see the brand make a strong impact in the city, with the eye-catching pink livery and design guaranteed to catch the eye of those on the streets of Manchester, particularly those attending the **#CIPD15** event this week.

Those visiting the highly-anticipated event will be able to travel by taxi from Bright HR's Manchester office in Victoria Place to the event at Manchester Central. The annual conference and exhibition is the UK's largest HR event, and provides HR professionals with the chance to meet with like-minded people for two days of outstanding learning and networking opportunities.

This exciting campaign follows Media Agency Group's appointment as Bright HR's media planning and buying service, with a focus on increasing brand awareness and raising the profile of the HR specialists. Bright HR fully launches today (4 November.)

Speaking of the new taxi livery campaign, Managing Director of Media Agency Group, John Kehoe, made the following statement:

> “Media Agency Group is delighted to be working closely with Bright HR during what is an incredibly exciting time for the business, and we're all thrilled to be involved in bringing the brand to the streets of Manchester through this eye-catching taxi campaign. The taxi livery looks fantastic and is set to make a real impact in the city during this week's CIPD HR conference and exhibition. We're all very optimistic that this partnership will yield great results for Bright HR and we look forward to working together in the future.

Media:





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Scan Me:

Company Contact:

Media Agency Group

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.mediaagencygroup.com/

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