Click Tap Media Promotes Solgar 'Apple a Day' Giveaway with Mobile Ads

Monday 10 August, 2015

Click Tap Media is delighted to unveil a new UK and Ireland based digital advertising campaign, targeting mobile and tablet devices to promote the fantastic competition currently being run by vitamins and supplements company, Solgar.

Solgar is giving customers the chance to win either a gold Apple iPad Mini 3 or an Apple Watch, with daily prizes up for grabs throughout August. The competition is open to any Solgar customer who purchases any two Solgar products this month from a local independent health food store or pharmacy. Those interested can visit www.solgar.co.uk for terms and conditions and to find their nearest approved Solgar stockist.

Targeted digital advertisements are visible across a range of British and Irish websites on both smartphone and tablet devices, with a clever and eye-catching 'Win an apple a day' heading set to draw the attention of mobile web users. With news emerging last week that mobile has overtaken laptops as the UK's favourite way of accessing the web, this latest campaign will provide Solgar with high exposure of their brand and competition, undoubtedly raising interest and increasing entries.

Managing Director of Click Tap Media's parent company Media Agency Group, John Kehoe, said:

> *"Click Tap Media has coordinated some fantastic digital mobile ad campaigns recently and our work with Solgar is up there with the best. We're all extremely delighted with how the advertisements look across mobile and tablet devices and I'm sure that they will have a strong presence across Irish and UK websites as they promote Solgar's fantastic summer competition."*

Media:





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