CNBC Launches Business-Focused Digital Ad Campaign with Click Tap Media

Thursday 30 July, 2015

Click Tap Media and Media Agency Group are delighted to unveil an exciting new **digital advertising** campaign with cable and satellite business news television channel, **CNBC**. Advertisements are currently running on desktop and mobile devices across a range of websites and in several formats, driving traffic to the station's new long-awaited Squawk Box Live blog.

The Squawk Box Live blog offers 'morning business news at your fingertips', and keeps readers updated throughout the morning with essential breaking news, data alerts, earnings reports and major market movements. It provides opinions from leading figures from the world of business and finance, as well as from the anchors of the popular television programme of the same name; Geoff Cutmore, Steve Sedgwik and Karen Tso.

Running from Monday to Friday, the live blog will bring readers the best from Squawk Box Europe as well as what's happening on CNBC.com and across the world of social media. As one of the world's major business-focused television networks, CNBC will be aiming to increase brand awareness of its exciting new live blogging platform to a large UK audience.

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

> *"Click Tap Media is thrilled to have launched this brilliant digital campaign with CNBC to promote its informative new Squawk Box Live blog. Digital advertising across several mobile and desktop platforms will allow the station to reach a key audience and we're all very confident that the ads will be a huge success."*

Media:





Related Sectors:

Business & Finance :: Media & Marketing ::

Related Keywords:

Cnbc :: Digital Advertising :: Mobile Advertising :: Business Tv Advertising :: Finance Tv Advertising :: Click Tap Media :: Media Agency Group ::

Scan Me:

Company Contact:

Click Tap Media

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

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.clicktapmedia.pressat.co.uk