

Comic Con Comes to Liverpool in New MCM Expo

Tuesday 8 March, 2016

MCM Expo Group is preparing for this weekend's **Comic Con Liverpool** event with a fantastic out of home advertising campaign planned by Media Agency Group. A range of outdoor formats are promoting the pop culture event across the city ahead of its Saturday 12 March opening at Exhibition Centre Liverpool.

Media Agency Group has coordinated the eye-catching campaign as excitement builds in Merseyside over the upcoming expo. With MCM Expo Group regularly organising the UK and Ireland's biggest modern popular culture events, the ads showcase what fans can look forward to this weekend: comics, manga, cosplay, movies, video games and anime. Utilising innovative [digital out of home advertising](#) solutions, the campaign stands out on the streets of the city with the recognisable Liverpool Media Wall – the largest full-motion out of home digital advertising screen in Europe - opposite Lime Street Station carrying the colourful artwork.

Traditional out of home 6 sheet advertisements are also displayed around the busy city centre in order to generate further interest in the event. With just a handful of tickets remaining for the Sunday, fans are urged to visit www.mcmcomiccon.com/liverpool to purchase the last few before it's too late!

Managing Director of Media Agency Group, John Kehoe, made the following statement:

"Media Agency Group is thrilled to be bringing MCM Liverpool Comic Con to the streets of the city in such an eye-catching way. With digital out of home advertising featured on the Liverpool Media Wall the campaign is sure to grab the attention of those interested and raise awareness of the event in general."

Media:



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Additional Assets:

Original MCM Expo Group Comic Con Liverpool advertisement

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