Compare, Switch & Save Today! Businesscomparison.com Targets North West Businesses with Ad Campaign

Friday 8 April, 2016

Business comparison website Businesscomparison.com is targeting enterprises in the North West with a new multi-format advertising campaign over the next four weeks, with radio ads encouraging SMEs to “compare, switch and save today.”

Radio Airtime Media, the specialist radio advertising division of Media Agency Group (MAG), has coordinated a regional radio campaign on talkSPORT and Smooth Radio North West, with 30 second and 10 second commercials airing until early May.

Radio Airtime Media has also joined forces with another MAG subdivision, Transport Media, with a high-volume taxi advertising campaign now live on the streets of Manchester and Liverpool to increase brand awareness of Businesscomparison.com in both cities.

The radio advertisements have been coordinated to ensure maximum impact, with ad spots secured at some peak times including Saturdays and Sundays on talkSPORT and weekdays on Smooth. The adverts are unique, quirky and fun and will draw the attention of listeners on two very popular radio stations as they describe the innovative comparison services offered by Businesscomparison.com.

Businesscomparison.com offers SMEs the chance to compare deals quickly and easily and make considerable savings across a range of services, from business finance, energy and bank accounts to van and business insurance. The Businesscomparison.com team has years of experience in both business finance and online. The website acts as a single point of contact that provides businesses with all the information needed to make the right choices.

MAG's Managing Director, John Kehoe, said:

“Media Agency Group has coordinated a fantastic radio advertising campaign for Businesscomparison.com through our Radio Airtime Media division. These ads, complemented by regional taxi advertising, will give Businesscomparison.com a strong presence in the North West and will undoubtedly draw the attention of small and medium businesses across the region.”

Head of Businesscomparison.com, Philip Brennan comments:

“Cash flow is tight for many SMEs in our region so we want to shout out the message loud and clear that Businesscomparison.com is here to help them get the best deals on business bank accounts, commercial mortgages and business energy and insurance, to save money quickly and easily. What better way than for them to hear us and see us in our region's largest cities? Many SMEs are unaware of alternative business funding options and 60 per cent are currently spending less than an hour researching lending providers. 50 per cent of businesses never change their energy tariff. We want to create a culture of saving money for small to medium sized businesses and this ad campaign will help us to achieve that.”

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Editor's Notes: The Media Agency Group® is the UK's leading direct independent media planning and buying service working with agencies and direct clients to provide bespoke advertising campaigns on multiple formats from Outdoor, Online, Press, Radio and Television. MAG® has been established with the sole aim to save valuable time when businesses, agencies and institutions choose to plan and buy advertising. The team at MAG® work with all the major media owners across the UK. MAG® is a recommended supplier under the independent Recommended Agencies Register.

See http://www.mediaagencygroup.com/ for more details.

Launched in April 2015 Businesscomparison.com has forged relationships with both new lenders and high street banks boasting the most comprehensive list of business financial help products in the UK.

Head of Businesscomparison.com, Philip Brennan previously worked at MoneySuperMarket.com and Bank of America.

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Business comparison.com

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Scan Me:

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