Consollo launches multi-format advertising campaign with Media Agency Group

Wednesday 3 December, 2014

Consollo Loans – a UK based lender of personal finance, has enlisted Media Agency Group to coordinate a multi-format campaign promoting its services.

Two of Media Agency Group's specialist divisions, Click Tap Media and Radio Airtime Media, have joined forces to create a digital strategy and targeted radio campaign to effectively project Consollo Loans into the marketplace.

The radio advertisement will launch at the end of November, where it will be broadcast on Manchester-based station KEY 103 for four weeks. The campaign will be repeated in January for a further four weeks.

The engaging ad informs listeners of the opportunity to borrow up to £5,000 from Consollo. The advert reaches out to listeners who have previously struggled to successfully obtain a loan by making them aware that they consider applicants who have poor credit ratings. With the incentive that "there are no upfront fees", the ad uses a text response to encourage listeners to find out more about Consollo Loans.

Bold video display ads have also been implemented across the UK's display network. This will maximise reach to audiences not only in the North West, but across the whole of the UK. An email campaign has also been launched; expanding the influence and weight of the radio and digital display initiatives.

Consollo is a trading name of Stonemere Finance Ltd, a 100% UK based lender of personal finance products established in 2010. With the strapline of, 'If your friends or family will support you, then so will we', Consollo works to give people a chance of obtaining a loan, providing they believe they can trust a person and their guarantor.

Lee Dentith, CEO of Media Agency Group said:

"This campaign has been strategically coordinated to target key areas important to Consollo Loans, as well as ensuring brand awareness throughout the whole of the UK. Video display advertising is a fantastic way to target key consumers, with radio advertising providing the perfect opportunity to create a memorable campaign in the minds of audiences. We are confident this campaign will create a real opportunity for Consollo Loans to develop awareness of their service throughout the country."

For more information, please contact the Consollo Media Department on 0844 417 1437

Media:



Related Sectors:

Business & Finance ::

Related Keywords:

Consollo :: Media Agency Group :: Digital Advertising :: Radio Advertising :: Manchester :: Consollo Loans ::

Scan Me:

Company Contact:

Media Agency Group

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

View Online

Additional Assets:

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