

## Craggy Island and Media Agency Group go wild for treetop campaign

Monday 14 July, 2014

Indoor climbing centre Craggy Island has appointed [Media Agency Group](#) to promote the opening of Wild Wood Adventure – the biggest treetop adventure in the UK.

Media Agency Group has coordinated a series of six sheet billboards and bus rear advertising to feature throughout Guildford, promoting the Stoke Park high-flying experience.

Launching on July 14<sup>th</sup>, six sheet posters will be prominently displayed for a two week duration in the foyer of Guildford Cinema. With a 16 minute dwell time and a constant stream of excitable audiences, cinema advertising is a perfect format to correspond with this fun and engaging campaign.

The advertisements will be further reinforced in August, when bus rears will take the campaign throughout Guildford. As a mobile format, [bus back advertising](#) ensures reach to an even wider audience; taking the Wild Wood Adventure to pedestrians, fellow road users and passengers.

The bold, eye-catching design is created to attract the attention of children and adults alike. Depicting the activities on offer at Wild Wood Adventure, the campaign encourages consumers to, “book online NOW for summer”. A web address is also clearly displayed for audiences to find out more.

Lee Dentith, CEO of Media Agency Group said:

“With Wild Wood Adventure applicable to a vast and varied audience, a dual-format campaign is a great way to maximise reach throughout a targeted area. Perfectly timed to target families looking for summer holiday activities, this campaign will undoubtedly create excitement and encourage people to book straight away for their treetop adventure.”

### Media:



### Related Sectors:

Environment & Nature :: Leisure & Hobbies ::

### Related Keywords:

Media Agency Group :: Advertising :: Six Sheets :: Bus Rears ::

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## Company Contact:

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