Eurosport Spreads Murray Mania in London with Ad Campaign for Australian Open

Tuesday 19 January, 2016

Media Agency Group is continuing its working relationship with **Eurosport** with a new digital out of home advertising campaign promoting the station's exclusive coverage of this year's **Australian Open** tennis tournament. The campaign features 35 cross track projection (XTP) ads on show in some of the busiest stations in London.

Now live at the likes of Waterloo, Piccadilly Circus and Marble Arch, the XTP advertisements are 20 seconds in length and focus on British Number One **Andy Murray** as he prepares to face the likes Roger Federer and Novak Djokovic in his quest to conquer the Australian Open for the first time in his career.

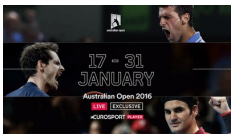
The high quality digital displays will target tennis fans commuting and travelling across the capital, with out of home advertising in London stations a fantastic method of reaching millions in a captive environment whilst they're waiting for their trains. With as many as **five million people** using the London Underground each day, the campaign will provide Eurosport with high exposure of their unbeatable coverage of the competition.

The Australian Open, which has been held annually since 1905, commenced on Sunday 17 January, with live and exclusive coverage on both Eurosport 1 and the online Eurosport Player.

Speaking about the fantastic new campaign, Media Agency Group's Managing Director John Kehoe made the following statement:

> "Media Agency Group is thrilled to be continuing our work with Eurosport with yet another brilliant digital outdoor campaign promoting the station's exclusive Australian Open coverage. It's a privilege to be working with one of the world's leading sports television networks and we're all very proud of how this campaign has turned out. The advertisements look fantastic in some of London's busiest stations and will draw the attention of millions of passengers and tennis fans."

Media:



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Advertising :: Tennis :: Australian Open :: Andy Murray :: Digital Out Of Home :: London Advertising :: Eurosport :: London Underground ::

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