Hampson Hughes feel good with Radio Advertising Media

Monday 28 October, 2013

Back in May, Hampson Hughes Solicitors secured a successful television advertising debut with Media Agency Group, and subsequently extended their coverage across North England through both radio and outdoor. Basking in their marketing accomplishments, Hampson Hughes are maintaining their relationship with Radio Airtime Media as they prepare to launch a 12-month campaign across the London and West Midlands regions of Smooth Radio.

The 30-second creative echoes the original television advert's adaptation of the Herman's Hermits' hit 'I'm Into Something Good', this time going acapella and including the line "I called Hampson Hughes and they sure are good". A voiceover takes control midway by presenting the company's "£1500 up front on all accepted cases" offer, and encouraging listeners to "text HH to 60060".

As Hampson Hughes continues to spread their brand across multiple formats, radio advertising will act to reinforce their name across an extensive broadcast region - including Greater London.

CEO of Radio Airtime Media's parent company Media Agency Group, Lee Dentith, said: "Radio advertising holds the power to reach audiences with instant impact, as listeners rarely switch channels during commercial breaks. Also a favourite audio choice across offices and workplaces, radio airtime is a fantastic method of allowing Hampson Hughes to reach relevant communities. We are delighted to be extending our partnership with Hampson Hughes even further, and we look forward to seeing the campaign results."

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