Hampson Hughes Solicitors Return to your Screens for 2014

Monday 27 January, 2014

Leading personal injury firm, Hampson Hughes Solicitors, is re-launching its nationwide TV advertising campaign, targeting viewers who have been involved in an accident through no fault of their own.

Through their agency partner Media Agency Group, Hampson Hughes will continue to showcase their services across the UK during the first 3 months of 2014. The 30-second spot will be broadcast on ITV Carlton, ITV Central, ITV & Granada, in addition to national Sky TV.

The new advert features an individual that sought professional advice following an accident. The featured claimant uses Hampson Hughes Solicitors, who finally give him 'something to feel good about' when he receives a positive outcome from his personal injury claim.

Lisa Pearson, Head of Marketing and Business Development at Hampson Hughes Solicitors, said: "In line with our other marketing materials this advert is designed to be upbeat to illustrate the difference that seeking professional advice can make in achieving a more positive outcome following a personal injury which can be incredibly traumatic."

A radio advertising campaign will also complement this television activity, as Media Agency Group's radio division, Radio Advertising Media, will run spots on Real Radio North West throughout the duration.

CEO of Media Agency Group, Lee Dentith, said: "The partnership between Media Agency Group and Hampson Hughes continues to strengthen, and the re-launch of this successful campaign is a brilliant start to 2014. We are excited to see how our relationship with Hampson Hughes will grow throughout the year."

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