Hera gives Essex an Early Christmas Present with Media Agency Group

Friday 1 November, 2013

Media Agency Group are using a combination of radio and outdoor advertising to promote residential property management company Hera, largely serving Essex and East London from their premises in the borough of Basildon. Airtime on the Essex region of Heart radio will work in conjunction with bus rear adverts based in Chelmsford, targeting the broad area served by Hera. The activity will commence in October, repeating in January and March 2014, maintaining an outdoor presence for 4 weeks and broadcasting radio content for 2 weeks.

The initial October campaign will follow a Christmas theme, suggesting that “Christmas has come early” by offering discounts for residential block management and landlords. The Hera telephone number and website are used to direct the public towards these promotional services. Valid until the 30th November, Hera are offering landlords 20% off the standard Tenant Finder Fee, and Block Management Clients are able to receive a 15% discount on their management fee for the first year.

Lee Dentith, Media Agency Group CEO, said: “The dual use of bus and radio advertising will effectively force Hera into the public eye, exposing the company to local communities through the widely visible format of bus rears; whilst radio works to target a specific region by utilising Heart Essex.”

Media:



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Company Contact:

Media Agency Group

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

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