IFAW Target Parliament and the Hunting Act Amendment with Advan Campaign from Media Agency Group

Wednesday 19 March, 2014

Independent creative agency Pulse and the International Fund for Animal Welfare (IFAW) have enlisted Media Agency Group to launch an innovative series of mobile Advan billboards campaigning against the Hunting Act Amendment.

This is sure to be a high-impact campaign, using a unique advertising format in a uniquely creative way. The double-sided mobile billboards will be deployed in Parliament Square on the 20th and 21st of March – with two more Advans featuring in the same area on the 25th and 26th March.

It's a campaign that only Advan billboards could pull off, with the evocative posters not only showing the terror of the hunt but bringing it to life with real impact as one Advan will literally chase the other around Parliament Square and Westminster.

Perfectly targeted to get the message across to influential government members – as well as the city's locals and tourists – it aims to get the audience to urge their MPs to vote "no" to the Hunting Act Amendment, after fear that the government may be in talks to reform the original 2004 Act, and partially lift the ban on hunting.

CEO of Media Agency Group, Lee Dentith, said:
"Advans are a perfect advertising media to feature at time-specific events. Targeting key audiences in a key location, this campaign by Pulse and IFAW is bound to create impact where it matters."

Paul Turner, Executive Creative Director at Pulse said:
"This is a cause we are genuinely passionate about and we're really excited that the Advan media is able to bring the message to life in such an impactful way. It's a perfect example of creative and media working together to make a great idea brilliant."

IFAW provides hands-on assistance to animals in need, saving individual animals, animal populations and habitats all over the world.

Media:





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