

Lifestyle Services Group are Calling All Super Agents in Cheshire

Monday 10 February, 2014

Lifestyle Services Group, who provide packaged account products and bespoke services to the retail banking sector, are working with [Media Agency Group](#) to coordinate a multi-format regional advertising campaign. A series of adverts will be active through January and February in the areas of Stoke and Crewe, encouraging residents through the county of Cheshire to join LSG as a Customer Service Agent.

Featuring animated superheroes, the advert creative is designed to provoke interest in the advertised job roles. The headline 'calling all super agents' is followed by relevant job and contact information, with an interactive QR code featured below.

The campaign is comprised of multiple media formats, ensuring that it fully infiltrates the target regions. [Bus streetliner and headliner adverts](#) will reach out to road users and pedestrians across Stoke and Crewe for a total of 4 weeks, supported by a 2-week 48 sheet billboard presence from the 27th January. 6 sheet billboards will also expose LSG across the major rail interchange of Crewe station for 6 weeks, while promotional Advans will reach out to the population of Stoke during January and February.

Additional activity will come in the form of radio advertising, with 30-second spots targeting Signal Radio listeners for 2 weeks.

CEO of Media Agency Group, Lee Dentith, said: "The full service offered by Media Agency Group has allowed Lifestyle Services Group to maximise their marketing potential by really choosing the correct formats for their particular objectives. Radio adverts are a proven method of complementing the unavoidable platform of outdoor media, allowing LSG to totally engage with their target audience."

Media:



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