London Underground Campaign Promotes Jockey Club

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Media Agency Group has launched an exciting new two week out of home advertising campaign on the London Underground network, in order to promote a series of live music events this summer and increase ticket sales. The campaign has been coordinated alongside The Jockey Club Live, a new venture combining live music from world renowned acts with some of the country's most exhilarating horse racing. The campaign features 61 stair, lift and escalator panels across various Underground stations.

The advertisements will have an imposing presence on the London Underground, with SLEPs targeting tourists, shoppers and commuters as they enter and exit the tube network. The colourful artwork highlights three of the chart-topping acts that are set to perform over the summer, with ticket information and stylish illustrations ensuring that the ads make a big impression. **SLEPs** act as the capital's notice board, offering high frequency coverage as the perfect way to project an advert to large audience volumes.

The Jockey Club Live has been born from the combination of entertainment brand Live at the Races and The Jockey Club Racecourses – the largest racecourse group in the UK. This summer sees some of the biggest names in pop head to tracks across the country to offer visitors the ultimate day out, combining headline performances with horse racing, first class catering and fantastic hospitality. The advertisement promotes July's Epsom Downs Racecourse gig starring Madness, and also July and August performances at Sandown Park from Boyzone and Kaiser Chiefs.

Managing Director of Media Agency Group, John Kehoe, said:

"*Media Agency Group is proud to have coordinated this brilliant new out of home campaign on the London Underground network ahead of the summer's Jockey Club Live music events. We've secured ad space in some of the busiest tube stations in the capital so there's no doubt that the campaign will be a huge success, encouraging residents to buy tickets for these fantastic concerts.*"

Media:



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Outdoor Advertising :: London Underground :: Media Agency Group :: Out Of Home :: Racing :: Live Music :: Madness :: Kaiser Chiefs :: Boyzone ::

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Company Contact:

Media Agency Group

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

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