MAG teams up with British Eurosport to promote Australian Open coverage

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Media Agency Group has teamed up with British Eurosport to launch a new two week advertising campaign, promoting the channel's upcoming coverage of the 2015 Australian Open to be held in Melbourne later this month. The campaign consists of 20 impressive cross track projections to be displayed across London Underground stations.

These high quality displays, which are 20 seconds in length and part of a 120 second loop, will be sure to catch the attention of London commuters and drum up excitement and anticipation for the first Grand Slam tournament of the season. In addition to the slogan 'Who can handle the heat Down Under?' the projections feature some of the world's biggest stars, including Roger Federer, Maria Sharapova, Serena Williams and Great Britain's own Andy Murray. The advert culminates in the players appearing to 'melt' in the Melbourne heat, coupled with information of British Eurosport's upcoming coverage. In order to help create the sequences, British Eurosport tasked London agency JK Studios to create the underlying visual effects. A combination of CGI fluid dynamics, fire and smoke elements were composited over the live-action elements; causing racquets to melt, tennis balls to catch fire and court lines to bubble and evaporate - helping to highlight the searing heat the players will endure during competition.

British Eurosport will show the whole of the 2015 Australian Open across two channels in high definition from 18th January to 1st February. The live daily coverage features studio analysis from former British number ones Greg Rusedski and Annabel Croft, 1972 Australian Open winner Virginia Wade, ex-LTA head coach of women's tennis Nigel Sears with onsite contribution from former British number two Jamie Baker and seven-time Grand Slam tournament champion Mats Wilander. Coverage is also available across a number of devices including tablet, mobile, and selected connected TVs and games consoles via Eurosport Player.

CEO of Media Agency Group, Lee Dentith, said: *"We're extremely delighted to be working with one of the world's most famous sports networks to help them promote one of the biggest tennis events of the year. The cross track projections look fantastic and we're very confident that the campaign will be a huge success, hopefully leading to us working together again in the future."*

Media:



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