

## Media Agency Group and 8x8 Solutions Launch New Multi-Format Campaign

Tuesday 3 March, 2015

[Media Agency Group](#) is delighted to be continuing its working relationship with 8x8 Solutions by launching a new multi-format advertising campaign, targeting London's Docklands Light Railway and a popular national radio station. 11 tube car panels will advertise on the network, with two eye-catching 6 sheet posters located at DLR stations. The campaign also includes a 30 second radio advertisement, which will be aired for two weeks on the world's largest sports radio station, Talksport. The campaign is live as of Monday 2 March and promotes 8x8 Solutions' cloud-based business communication solutions.

Media Agency Group previously coordinated this campaign last year, with the advertisements running in May and June 2014. This 'final burst' of the campaign has been brought forward to March after being originally intended for launch in September. The tube car panels and 6 sheet advertisements will appeal to business owners and commuters using the busy DLR network, with the additional radio coverage on Talksport ensuring that the ads will be heard by a large and varied audience on a national scale.

8x8 Solutions provides the number one cloud-based communication solutions in the United States, with this latest campaign intended to raise its profile in the UK. The state-of-the-art technology platform offers seamless communication for businesses with offices in several different cities, bringing branches together into the same room without the invasion of personal space and the problem of overcrowding. The flexible communications software is multi-platform and mobile-friendly, and includes business phone services, unified communications and contact centre solutions.

CEO of Media Agency Group, Lee Dentith, said: "*Media Agency Group is really pleased to be working with [8x8 Solutions](#) once again for the final leg of this great campaign. The services 8x8 offers are becoming more and more crucial for businesses with several branches, and by targeting national radio and the DLR network I have no doubt that the adverts will be a big success.*"

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### Related Keywords:

Media Agency Group :: 8X8 Solutions :: Communications :: London Dlr :: Advertising Campaign :: Transport Advertising :: Out Of Home Advertising :: Radio Advertising ::

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