Media Agency Group and John Lennon Airport Promote Czech Airlines Flights to Prague

Monday 30 March, 2015

Media Agency Group has launched an exciting new multi-format, high-exposure advertising campaign with the world famous Liverpool John Lennon Airport to promote Czech Airlines' new direct route flights from Liverpool to Prague. A range of outdoor billboards and posters and transport advertisements are on display in some key locations throughout March and April, ensuring that the public are informed of these great value flights.

Initially the campaign has been focused on out of home advertising, with seven 48 sheet billboards and two huge 96 sheet ads on display, as well as 50 escalator panels targeting prospective flyers. On top of this, a major bus advertising campaign has also hit the streets, with 100 streetliner adverts featuring on buses. The campaign will be carried through to April with a further 13 48 sheet outdoor billboards to go on display on 30 March. The ads feature scenic shots of the beautiful Prague, with the blue skies and charming landscape of the Czech capital set to catch the eye of the public as more and more people look to book their trips for the upcoming summer.

Liverpool John Lennon Airport is one of the UK's busiest airports, delivering both domestic and European flights to a range of destinations. The new direct flights from Liverpool to Prague operate twice a week, from as little as £92.

Managing Director of Media Agency Group, John Kehoe, said: *"Media Agency Group is delighted to be involved with the promotion of the new direct flights to Prague from Liverpool John Lennon Airport by launching this new multi-format campaign. By combining out of home ads with bus streetliners, the campaign will have a major presence on the streets, targeting holiday makers and business people alike in some prime locations."*

Media:



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