Media Agency Group and Randox help the country feel Confidante

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Media Agency Group has partnered with Randox Laboratories to promote its home use STI kit with a multi-format marketing campaign.

Radio and digital advertising is being used throughout the year to promote the 'Confidante' kit to consumers throughout the UK.

Media Agency Group's specialist radio division - Radio Airtime Media, has been tasked with planning Randox's radio ads, which have already been featured on leading radio stations during the first part of 2014.

Stations including Cool FM in Belfast, Key 103 in Manchester and Heart Essex have all been broadcasting the 30 second adverts, which encourage audiences to be "confident with Confidante" and highlight the kit's ability to detect 10 of the most common STIs. The radio spots also include the campaign hashtag #TakeTheTest to further the reach of the Confidante kit through social media.

Click Tap Media – Media Agency Group's digital division is reinforcing the campaign with a mobile display advertising campaign to effectively engage with Randox's target audiences. Targeted to London, display ads targeting consumers meeting the campaign demographic will apply in app and in browsers on smart phones and tablets.

Also branded with the campaign's hashtag, the striking ads include a "Buy Now" button to enable customers to immediately purchase a kit online. Using mobile advertising to support the radio campaign is an effective way to strengthen the campaign and build brand awareness. With the average click through rate three times higher on mobile than desktop, this is a fantastic digital format to drive sales.

Confidante is a home use STI test developed by Randox Laboratories. Testing for 10 STIs through just one sample, Confidante allows users to take control of their sexual health in the privacy of their own home, (www.confidantetest.com).

Chris Henry, Global Marketing Manager at Randox Laboratories, said an integrated broadcast and digital campaign is a good platform for promoting Confidante's distinct service:

"One of the unique aspects of Confidante is that it can be used in the privacy of the home; in complete confidentiality.We are aware that anonymity is crucial to our customers and our promotional channels must reflect this; the radio advertising, supported by digital marketing has been a great way of balancing this interaction, while delivering real impact."

Lee Dentith, CEO of Media Agency Group said:

"This is a great example of a strongly branded campaign which is being strengthened through the use of digital advertising. Mobile display is a fantastic way to effectively reach target markets and encourage immediate response. Combined with radio advertising, this campaign will expose audiences throughout the UK to the benefits of Confidante."

Media:



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