Media Agency Group and Saudia launche new London campaign

Thursday 22 January, 2015

Media Agency Group has launched a new Central London and Heathrow based campaign with airline Saudia, focused on increasing the brand awareness of Saudi Arabia's national carrier. Live as of 19 January 2015, the campaign will run for over four weeks with advertisements on show in Canary Wharf business hubs, Harrods department store and Heathrow Express stations.

This strategically planned campaign is part of an overall strategy to increase the awareness of the quality of Saudia's business and first class offering. With the adverts placed in some key locations, it will allow the airline to engage further and more efficiently with their core audience, with a focus on Saudi and Middle Eastern nationals in London as well as business travellers to Saudi Arabia.

The minimalist, intriguing design, which showcases Saudia's two daily London to Saudi Arabia flights, will appeal to new and existing customers who will be looking to take advantage of the top-of-the-range airline's business service. Large cross track billboards at Heathrow Express stations and posters around high-footfall areas of Canary Wharf are sure to attraction attention, while the placing of digital screen adverts in Harrods will be a significant boost to Saudia, given the competitive market for airline advertisement space in the world's most famous department store.

Saudi Arabian Airlines, operating as Saudia since 2012, provide domestic and international scheduled flights to over 120 destinations in the Middle East, Europe, Asia, Africa and North America. Their business and first class services offer flyers the height of onboard luxury.

CEO of Media Agency Group, Lee Dentith, said: *"We are extremely delighted to be working with Saudia once again and we can't wait to see the results of this latest campaign. The billboards, posters and digital visuals all look fantastic and are in ideal locations to appeal to business travellers in London. We're always really enthusiastic about working with this airline and we're sure the results will be very positive."*

Media:







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Company Contact:

Media Agency Group

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

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