Media Agency Group and UK2 Introduce New Domain to the UK

Monday 16 June, 2014

Web hosting and internet services provider UK2 has appointed Media Agency Group to deliver the launch of their new domain.

A range of outdoor advertising formats will be displayed throughout some of the UK's major cities to promote the introduction of the company's '.uk' domain option.

Taxi supersides will kick start the campaign on June 16th, driving UK2's message throughout London. This will be reinforced with formats including overground passenger panels, ticket gateway advertising and lift panel advertising in Edgware Road underground station.

Taxi supersides bearing the company's branding will be featured on black cabs and driven throughout Manchester from June 16th. York, Brighton and Bristol will also be exposed to the brand's campaign through six sheet billboard advertising, which will be featured for two weeks at key locations throughout each city.

The informative campaign features a clear design to enable passengers and audiences on the go to quickly read and easily absorb the message. The direct advert encourages consumers to "Get your new domain from UK2 today" and provides a website address and contact number as a call to action.

The UK2 Group is a global group of web hosting brands which offer services including; domain name registration and management, cloud hosting and bespoke enterprise solutions.

Lee Dentith, CEO of Media Agency Group said:
"Targeting key cities throughout the UK will expose business-owners across the country to this new service from UK2. Saturating London with a range of advertising formats creates a strong, reinforced campaign to ensure visibility and maximise reach."

Media:

Related Sectors:

Computing & Telecoms :: Consumer Technology ::

Related Keywords:

Taxi Advertising :: Tube :: London Underground :: Advertising :: Outdoor :: Domain ::

Scan Me:

Company Contact:

–

Media Agency Group

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

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.mediaagencygroup.pressat.co.uk