Media Agency Group Appointed Agency of BrightHR

Tuesday 18 August, 2015

Media Agency Group is delighted to announce that it has been appointed as the assigned media agency for BrightHR, with MAG now **responsible for all advertising spend** for the soon-to-be rebranded business.

Currently known as HR Online, **Media Agency Group has been tasked with increasing brand awareness, generating revenue and raising the profile of the company** as it rebrands as BrightHR. This will see MAG assume the responsibility of all media planning and buying for BrightHR, in order to target its ideal audience, which is comprised of members of the HR professionals, referral partners, small business owners and employees.

Bright HR is a cloud-based Human Resources service that provides small to medium sized businesses with an easy way to manage their day-to-day HR needs. It takes the hassle out of managing absenteeism, giving the busy HR professional or business owner the chance to concentrate on other aspects of management, like employee engagement and growing their business in the most effective way possible.

Sheryl Thompson, Head of Brand Communications at BrightHR, said:

> *"It's a really exciting time for BrightHR to be launching into the UK HR market place. Lots of businesses are focusing on how they can manage, reward and incentivise their employees and our product gives small businesses the power to do this by taking the admin out of HR.*
> *"We're launching in November and want to make a big splash. Having MAG on board helps us to reach our target market, and show them how we can help. We have ambitious growth plans through our Partner Referral programme, so it was key to get an agency on board who could work with us to reach a wide range of business sectors as well as our core audience of HR professionals. We felt that MAG was a great fit for our brand as they showed a real energy for the brand and really understood our love of the customer. Watch this space."*

Managing Director of Media Agency Group, John Kehoe, said:

> *"Media Agency Group is very proud to have been appointed the media agency of BrightHR. We are all looking forward to working closely with the business in the coming months in order to ensure that they reach their core audience. I have no doubt that this appointment will be the start of a brilliant working relationship."*

Media:

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