Media Agency Group brings Korea Tourism Organisation to London’s Piccadilly Gardens

Monday 27 October, 2014

Media Agency Group is bringing a slice of Korea to one of the world's most famous advertising spaces with a dynamic campaign for Korea Tourism Organisation.

A digital ad campaign will feature on the iconic Piccadilly digital screen in London for two weeks commencing October 27th.

London's Piccadilly Lights are a global landmark seen and loved by millions from across the world.

The full-motion Korea Tourism Organisation advert invites audiences to 'Imagine your Korea.com'.

The ad uses clear messaging and bold, bright colour to ignite the imagination of London's consumers and lead them to visit imagineyourkorea.com – a site dedicated to Korea tourism.

With the ability to feature full-motion content, Piccadilly Lite is a fantastic opportunity for brands to showcase themselves to over two million people each week.

The updated, state of the art screen enables the Korea Tourism Organisation to be prominently displayed amongst some of the world's biggest brands.

Lee Dentith, CEO of Media Agency Group said:
"We are thrilled to be giving Korea Tourism Organisation such presence by placing the advert on this iconic advertising space. This is a fantastic opportunity to create real impact in London; engaging the capital's audience, sparking their imagination and ultimately – boosting tourism to Korea."

Media:

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