Media Agency Group Campaign Promotes World Championship Boxing Title Fight in Manchester

Thursday 2 July, 2015

Media Agency Group is delighted to unveil its latest out of home advertising campaign in Manchester, with digital and traditional outdoor ads promoting the exciting upcoming WBO World Lightweight title fight between Jose Zepeda and Manchester's own Terry 'Turbo' Flanagan. The campaign has been coordinated between MAG and Frank Warren Promotions, with 96 sheet and digital advertisements on display in the city.

The advertisements make a real impact on the streets of Manchester, with ad space secured by **Media Agency Group** in some of the city's busiest areas such as the famous Piccadilly Gardens. Outdoor advertising from Media Agency Group's specialist **Out of Home International** subdivision offers businesses and brands a highly effective campaign at a competitive price, with a highly-visible presence in busy areas that guarantees high exposure of advertisements.

Frank Warren has worked with some of the biggest fighters in boxing history, in an era spanning over 35 years. This latest fight is being promoted alongside BoxNation, Warren's 2011-born innovative direct to consumer TV model. The Flanagan v Zepeda fight promises to be a gripping and exciting encounter, with both fighters currently undefeated ahead of the title bout. The event takes place on 11 July at Manchester Velodrome, with tickets available from www.eventim.co.uk.

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

> *"Media Agency Group is delighted to have launched this brilliant outdoor advertising campaign for Frank Warren to promote the upcoming World Championship Boxing fight in Manchester. This is one of the most hotly-anticipated events in the city this summer, and we're sure that the 96 sheet and digital advertisements will help to increase excitement even more amongst the people of Manchester."*

Media:



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