Media Agency Group Continues International Airport Advertising Campaign with Guangdong Tourism

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Media Agency Group is proud to be continuing its fantastic working relationship with the Tourism Administration of Guangdong Province with an exciting new and updated advertising campaign in two of the world's busiest airports.

Having initially launched in February, high-quality lightbox advertisements have been on display at both Amsterdam Schiphol Airport and Melbourne Airport - two of the world's major international airports based on passenger traffic - in an effort to improve brand awareness of the Chinese coastal province as a tourist destination.

This week has seen the arrival of a brand new ad creative, promoting Guangdong's position as an influential starting point of the **Maritime Silk Road** - a Chinese strategic initiative to increase investments, development and collaboration amongst countries primarily in Eurasia as part of China's plans to take a bigger role in global affairs.

By advertising in two of the world's busiest airports with Media Agency Group, the Guangdong Tourism Administration has been guaranteed a high exposure campaign in front of millions of passengers and a large business-focused audience.

Amsterdam Schiphol Airport is Europe's fifth busiest airport, serving one of the top three global destinations for UK business travellers, while **Melbourne Airport** attracts flyers to one of the major financial centres of the Asia-Pacific region.

This latest campaign follows on from February's 'Chinese New Year' advertisements in Amsterdam and Melbourne, and marks the continued relationship of Guangdong Tourism and MAG after last year's bus advertising campaign, which saw the Tourism Administration make a big impact on the streets of London.

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

"We're delighted to be continuing our excellent work with the Tourism Administration of Guangdong Province, China, with the new artwork arriving in both Amsterdam Schiphol and Melbourne Airports. Following on from our previous successful campaigns, this latest global advertising strategy is set to make a big impact on business flyers around the world."

Media:





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