Media Agency Group promote London Academy's 'Leaders for Tomorrow' campaign

Monday 18 August, 2014

Media Agency Group *has been hired by the London Academy to promote its Open Evenings and Leaders of Tomorrow Campaign.*

The campaign will begin on August 18th and run for six weeks. It will be comprised of Bus Rears and Bus Passenger Panels which will travel on routes in Edgware, North London.

The branded promotional message will advertise the academy with clear and informative copy and a simple and concise design.

Included in the campaign is a quote from an Ofsted Report, statistical information about grade scores and of course, website details and open evening dates. The campaign should raise positive awareness about this centre of excellence for language learning.

Advertising on buses in and around London offers advertisers a guaranteed way of spreading a business or brand message to large and varied audiences.

They offer high-quality visibility among urban areas and are effective in crowded towns and city centre areas.

Lee Dentith, CEO of Transport Media's parent company, **Media Agency Group** said:

"Displaying an eye-catching campaign with bus formats is an ideal way to command attention from the local residents and visitors to any area. By targeting a prominent location in North London, the campaign is sure to remind everyone about the quality of this specialist language institute, just as the academic year is beginning."

Media:



Related Sectors:

Education & Human Resources ::

Related Keywords:

Education :: Advertising :: London Bus :: Supersides :: Bus Rears ::

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