Media Agency Group Promotes Star-Studded Rugby Aid 2015 Event with Triple S Sports Entertainment

Thursday 13 August, 2015

Media Agency Group is delighted to showcase its latest out of home advertising campaign, working alongside Triple S Sports Entertainment to promote the fantastic **Rugby Aid 2015** event across London. 6 sheet advertisements and rail panel ads are currently raising interest in the charity match, which sees a star-studded line-up of England ex-pros and celebrities take on their 'Rest of the World' counterparts at Twickenham Stoop Stadium.

With advertisements across the capital and on the London Overground network, this campaign will provide high exposure of the September match, which is being coordinated in association with The Sun and BT Sport in order to support our military heroes.

The eye-catching outdoor and transport advertisements provide residents and commuters in the capital with information on the date, venue and line-ups of the two teams, with a host of famous faces featured on the artwork including rugby legend Mike Tindall.

Rugby Aid 2015 promises to be an entertaining affair for fans, with the likes of Tindall, Jason Robinson and Phil Greening lining up for England alongside celebrities such as Harry Judd, Kelvin Fletcher, Louis Spence and Jamie Laing. The Rest of the World side boasts ex-professionals Shane Williams, Justin Marshall, Serge Besten and Brad Thorn, as well as well-known celebrities including Brian McFadden, Robbie Savage and Gethin Jones.

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

> *"Media Agency Group is really pleased to have had the opportunity to help promote the brilliant 2015 Rugby Aid event. We're thrilled to be working alongside Triple S Sports Entertainment on this latest out of home and transport advertising campaign and we're sure that the ads will be a huge success. The hype around the match is already gaining momentum and it's great to be a part of an event which is all in aid of a fantastic cause."*

Media:



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