Media Agency Group Sets Spartan Race Challenge with Multi-Format Ad Campaign

Thursday 16 April, 2015

Media Agency Group has recently launched a new multi-format advertising campaign in several locations around the UK, promoting the upcoming Reebok 'Spartan Race' obstacle course and race events. A mixture of transport advertising and out of home ads are currently on the streets of South Wales, Bristol and Manchester in an attempt to encourage the public to test themselves and register for one of the challenging race events.

Beginning on 6 April, a three week bus rear advertising campaign has been launched on the streets of South Wales in order to take the ads on the road and reach a large and diverse audience. A two week campaign in Cardiff and Bristol sees 6 sheet outdoor advertisements located in 23 sites across the two cities, with 30 6 sheets also on display on the streets of Manchester. The ads are incredibly eye-catching and feature prominent use of the hashtag '#ICANIWILL,' highlighting the challenging nature of the events and the determination that is needed by competitors. By advertising with both transport and out of home ads with Media Agency Group, Spartan Race now has a strong brand presence on the streets, guaranteeing high exposure of the campaign in the run up to the events.

Spartan Race originates from Vermont, USA, and was created to bring the excitement of obstacle racing to spectators and athletes alike. It now hosts 130 events in 15 countries across 6 continents, with different race lengths ensuring that athletes of all fitness levels will enjoy participating in a Spartan Race and the feeling of accomplishment that comes at the finish line. Events will take place in South Wales and Manchester in June and July respectively.

Managing Director of Media Agency Group, John Kehoe, said: "*Media Agency Group is delighted to have launched this new multi-format ad campaign across Bristol, Manchester, Cardiff and South Wales to promote the gruelling Spartan Race events taking place this month this summer. The events encourage people to put themselves to the test, so we're happy to be playing a key role in spreading the word about this year's UK races.*"

Media:



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