Media Agency Group takes Sportlobster, Ronaldo and Groves across London

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Sports social network Sportlobster has partnered with Media Agency Group to launch a striking outdoor advertising campaign across London.

Endorsed by some of the nation's most famous sporting faces, Sportlobster is a one-stop shop for sports fans, featuring news, rumours, sport results and chat functions.

A four-week promotional drive will be launched throughout May, with Sportlobster and Media Agency Group using a celebrity-fronted, multi-format campaign to take over London's underground and overground systems. The campaign comprises of digital billboards, train passenger panels and digital escalator panels; all predominantly featuring footballer Cristiano Ronaldo and boxer George Groves.

Digital escalator panels at London's Euston and King's Cross stations will alternate between images of the two, to immediately attract attention from the city's commuters. Featuring the text "Football is my lobster" and "Boxing is my lobster", the ads engage with audiences and encourage them to join the stars on Sportlobster.

Four sheet billboards will feature at London Victoria, Vauxhall and Clapham Junction stations, with corresponding six sheets displayed in Clapham Junction and Kensington overground stations.

The campaign is also reinforced by a series of passenger panel adverts advertised throughout London underground trains, with the caption "Sport is our lobster" accompanied by yet more legends from the sporting world. The bold, high-impact designs clearly display the options available for purchasing the App and visiting the Sportlobster site.

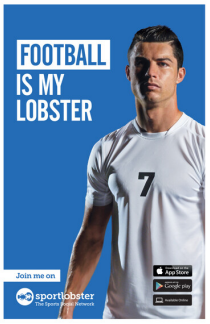
The sheer volume of passengers passing through London's underground and overground systems makes highly-visual advertising the ideal format to expose a brand to a vast and varied audience.

Media Agency Group CEO, Lee Dentith said:
"We are delighted to be working with Sportlobster in furthering the reach of their social network across the UK. The use of celebrities demands attention and engagement with constantly on-the-move consumers, and combining a variety of formats ensures that Sportlobster is firmly embedded in the minds of London's commuters."

Media:







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