

Media Agency Group Thinks Outside the Box with New Digital Out of Home Campaign

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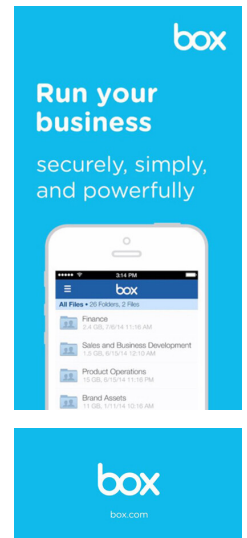
Media Agency Group is delighted to announce a new London-based digital out of home campaign, promoting business-targeted cloud storage platform, Box. Launching on Monday 20 April, the campaign sees digital ads feature on the transvision screens at London King's Cross and St Pancras stations, as well as 63 advertisements on the digital screens at Heathrow Express. The adverts will be on show through the remaining weeks of April and into early May.

The state-of-the-art digital advertisements are ten seconds in length, eye-catching and feature stylish, minimalist fonts and images to reflect the easy-to-use and simplified cloud storage and secure content platform. By advertising with an innovative digital out of home campaign with Media Agency Group, Box has guaranteed high exposure of its brand, and with advertisements on display in some of the UK's busiest stations, the campaign is set to make a big impact on commuters and businesspeople in the capital.

Box transforms the way businesses can share, manage and collaborate on their most valuable corporate information. Designed with compromise between security and ease-of-use, Box allows every employee to securely work across teams, with customers and with partners on any device - mobile, tablet or desktop - in any location.

CEO of Media Agency Group, John Kehoe, said: "Media Agency Group is proud to unveil its latest digital out of home advertising campaign, promoting cloud storage platform Box. We've managed to secure ad space on some of London's most well-placed digital screens, and the stylish ads will certainly get noticed by businessmen and businesswomen from the UK and the rest of the world pass through the busy stations. We're confident that the campaign will be a huge success."

Media:



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