

Multi-Format Ad Campaign for Hiive Launched by Media Agency Group

Tuesday 31 March, 2015

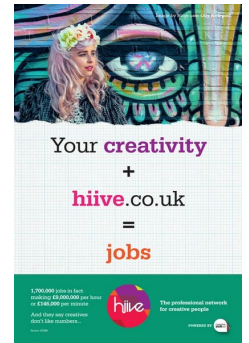
[Media Agency Group](#) is pleased to announce a new multi-format advertising campaign in various cities around the UK. MAG has coordinated radio, transport and out of home advertisements to promote the services of Hiive, the professional network for creative people powered by Creative Skillset. An outdoor campaign has begun for two weeks, with overground passenger panels in London and posters in Manchester Piccadilly rail station, while a four week radio campaign airs 30 second commercials across some of the UK's most popular national radio stations. In April, a Bristol transport campaign with 32 bus superside ads will also commence for a two week period.

The outdoor ads are colourful and eye-catching, and feature an original image created by Hiive user Olly Newport. The clear message of 'your creativity + hiive.co.uk = jobs' highlights the importance of the Hiive creative network, with some key statistics used to encourage creative people to sign up to increase their prospects for the future. The bus superside adverts carry the same message, and will generate interest from passengers and pedestrians in Bristol. By combining these ads with a national radio campaign, Hiive will be able to reach their large target market across several platforms.

A product of Creative Skillset, Hiive is an ever-growing community of thousands of creative professionals. It provides users with a wide array of networking opportunities, allowing them to build and showcase their online creative CVs, tap into a diverse pool of freelancers across creative industries, share ideas, promote events, post job vacancies and much more.

Managing Director of Media Agency Group, John Kehoe, said: *"This campaign with Creative Skillset to promote the Hiive professional network will undoubtedly be a huge success, as we've got advertisements in some major UK cities and in great locations. By combining radio, transport and out of home ads, the campaign will have a real impact on the public across several platforms, which is great for exposure and also for creating a strong brand presence on the streets."*

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