

New Multi-Format Glasgow Campaign for MAG and Quilter Cheviot

Wednesday 11 March, 2015

Media Agency Group has coordinated a new Glasgow-based multi-platform campaign with investment management firm Quilter Cheviot, with a range of advertising formats displayed in some prime locations around the city throughout March. Ten city taxis will carry Quilter Cheviot superside advertisements and internal tip seat branding for four weeks, whilst a two week out of home campaign features four 6 sheet ads at Glasgow Airport and 14 4 sheet posters at some busy stations on the Glasgow Subway network: St Enoch, Buchanan Street, Hillhead, Shields Road and Partick.

The stylish advertisements highlight Quilter Cheviot's 240 years in Glasgow, describing the firm who are 'still thinking like bright young things' as one of the industry's best kept secrets looking to share their knowledge and experience with the rest of the city. The taxi superside advertisements will provide high exposure of the campaign, taking the company's message on the move around the busy streets of Glasgow. Meanwhile, the outdoor advertisements at high-footfall subway stations and Glasgow Airport will gain the attention of local and international companies who are visiting the Scottish city on business.

With a heritage that can be traced back to 1771, Quilter Cheviot is one of the UK's largest discretionary investment management firms, and provides and manages bespoke investment portfolios for private clients, trusts, charities, pension funds and their professional advisers.

Chairman and Founder of Media Agency Group, Lee Dentith, said: *"Media Agency Group and Quilter Cheviot have worked together to coordinate a fantastic multi-format advertising campaign, which will undoubtedly have some great results. By combining taxi advertising with an outdoor campaign, the ads will have an imposing presence on some busy areas in Glasgow."*

Head of Quilter Cheviot's Glasgow Office, Alan Cameron, said: *"The Glasgow office of Quilter Cheviot continues to go from strength to strength based on high quality local advice and lasting relationships. We are very pleased to be working with Media Agency Group and believe that this will further enhance our growth."*

Media:



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