Say Hola to Barcelona with Vueling Flights from Liverpool

Monday 14 March, 2016

Media Agency Group has continued its work with **Liverpool John Lennon Airport** with a new multi-format outdoor advertising campaign. Adverts are on show across Merseyside, promoting Vueling Airlines' great value flights from the airport to Barcelona.

The high volume campaign includes out of home formats and transport advertising. Traditional and digital six sheets are positioned in some fantastic city centre-based locations including Merseyrail stations, cinemas and the Liverpool One shopping centre. A superside taxi campaign also sees a fleet of 100 branded cabs travel across the city showcasing the value-for-money flights.

The campaign is perfectly timed as people in the UK begin to make plans for their Easter and summer breaks, with flights to Barcelona from Liverpool priced from as little as £41.99 per person. Vueling Airlines is a Spanish low-cost airline which offers flights to over 100 destinations in Europe, Africa and Asia.

Liverpool John Lennon Airport is one of the UK's busiest airports, serving 4.3 million passengers annually. It operates flights to some of the most popular destinations in Europe as well as serving other domestic airports.Managing Director of Media Agency Group, John Kehoe, said:

> "We're delighted to be continuing our great relationship with Liverpool John Lennon Airport. This new campaign promoting flights to Barcelona through Vueling Airlines has a stand-out presence in Liverpool, with ads in some great locations. The artwork is eye-catching and, by utilising digital and traditional out of home formats, the campaign will reach thousands of Liverpudlians and tourists in an effective way.

Media:









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