

See you in Sochi!

Thursday 6 February, 2014

[Media Agency Group](#) would like to wish our client Sochi the best of luck with the Opening Ceremony at the 2014 Winter Olympics.

One of Media Agency Group's outdoor divisions, [Out of Home International](#), managed a multi format transport campaign for Sochi, promoting the [Sochi2014.com](#) website and raising awareness across the UK that Russia had been chosen to hold the 2014 Winter Olympics.

Bus supersides were used to target high footfall transport routes in central London, complemented by a fleet of Sochi-branded taxis across the city. International transport hubs surrounding Heathrow Airport also featured adverts as part of an inspirational branding campaign; allowing London, and the world, to see this year's Winter Games in Sochi as a celebration of opportunity.

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