Skinade promotes Beautiful Skin with Media Agency Group

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Bottled Science, creators of scientifically-formulated beauty and lifestyle products, are working with Media Agency Group to produce a multi-format campaign promoting their Skinade collagen drink to image-conscious audiences in the UK.

Digital outdoor billboards in London and Manchester will be active for two weeks from the 27th January, supported by full-page press ads featured in InStyle Magazine's April issue and subsequently in the Sunday Telegraph's Stella Magazine on the 9thFebruary. A 12-week taxi advertising campaign in Central London will run alongside, establishing the brand amongst key urban audiences in the capital.

Featuring a large-scale, clean image of a model and a simple, bold claim – "For beautiful skin in just 30 days, drink Skinade" - the billboards hope to inspire curiosity, while the taxi tipseats go into a little more detail with statistics from a poll of satisfied customers. A call-to-action challenges the consumer to try the product for 30 days, assuring they will notice a difference. Branded receipt pads will also place Skinade directly into the hands of consumers, ensuring that taxi passengers in Central London can't help but take in Bottled Science's message.

CEO of Media Agency Group, Lee Dentith, said: "The multi-format services offered by Media Agency Group have allowed Bottled Science to maximise their impact by selecting relevant target audiences, and tailoring their adverts to appeal to that audience. We are extremely pleased with the campaign, and look forward to seeing Bottled Science move forward with every success."

Media:







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