Soccer Aid 2014 Kicks Off Football's Biggest Game with Media Agency Group

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As the nation prepares for a summer of football, Manchester will once again warm up for the biggest charity football match – Soccer Aid 2014.

Media Agency Group is delighted to be involved in this year's Soccer Aid at Old Trafford; launching a multi-format marketing campaign throughout Manchester.

From April 14th right through to the end of May, Manchester will be adorned with a range of advertising media to bring Soccer Aid 2014 to the whole of the city.

Taxi supersides will kick off the campaign, with Manchester's black cabs proudly advertising the ITV-broadcasted event for four weeks. Corresponding interior taxi advertising will be used to catch the attention of passengers and commuters both inside the cab and out; advertising stars of the match such as Mark Owen, James McAvoy and Paddy McGuinness. Manchester Piccadilly rail station will also be taken over by the game – when an unavoidable 96 sheet billboard launches on April 21st to target commuters from Manchester and beyond.

Lamppost banners are set to brighten up the streets during April and May, alongside engaging six and 48 sheet billboards to reinforce the campaign and encourage people to buy tickets to the match at Old Trafford on Sunday 8th June,.

In May, Manchester's Piccadilly Gardens will boast an impressive Digital Screen, whilst the landmark Trafford Arch advertising panels will also present the event for two weeks from May 19th – dynamically captivating and engaging audiences moments away from Old Trafford itself.

Soccer Aid brings together two star-studded squads of football legends and the world's biggest stars in an electrifying football match all in aid of UNICEF, the world's leading children's organisation.

Media Agency Group CEO Lee Dentith, said:

"Soccer Aid is for a fantastic cause and we are thrilled to be working to promote the 2014 match throughout Manchester. Using such a range of advertising media across the city means full reach to a vast and diverse audience - ensuring maximum exposure and publicity in the lead-up to the June game."

Tickets are now on sale for Soccer Aid 2014, call 0845 456 2014 or visit manutd.com/socceraid
Calls to this number will be charged at local rates.

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