

Sri Lanka Tourism launches latest campaign with Media Agency Group

Friday 1 August, 2014

The Sri Lanka Tourism Promotion Bureau has chosen Media Agency Group to deliver its advertising campaign.

'Visit Sri Lanka' is the latest marketing strategy by the country's official tourism bureau and will promote the website, www.srilanka.travel on taxis across three of the UK's biggest cities: Manchester, Birmingham and London.

A massive fleet of 300 cabs (100 in each city) will display 600 Taxi Supersides with stunning visual imagery and the tagline, 'Sri Lanka 2014, A journey awaits.'

Directed by Media Agency Group, the campaign will take a heavyweight approach to maximise national coverage. A preview starts on August 4th in London featuring 6 cabs and 12 Supersides.

The remaining fleet will be released on August 11th. The campaign will run for a total of 12 weeks.

The campaign will blend seamlessly onto each city's taxi cabs, using clear branding to promote Sri Lanka as a destination of true beauty, excitement and history.

The Supersides will be bolstered by Tip Seat and Receipt Pad advertising inside each of the taxis as standard.

An ideal way to promote a business or project a message to a target city, taxi advertising offers a high-impact approach to effective marketing.

Reinforcing the campaign with interior advertising ensures reach to an even wider demographic by targeting passengers as well as pedestrians and fellow road users.

Lee Dentith, CEO of Transport Media's parent company Media Agency Group said:

"The use of taxi advertising is a fantastic way for the Sri Lanka tourism bureau to drive brand awareness and help project the country as a beautiful tourist destination across the UK's three major cities. As a mobile advertising format, advertising on taxis allows huge reach to valuable audiences who will be drawn in by this attractive campaign. It is sure to be a huge success, with the three chosen locations offering the biggest and wealthiest audiences in the UK.

Editor's Notes: The Media Agency Group® is the UK's leading direct independent media planning and buying service working with agencies and direct clients to provide bespoke advertising campaigns on multiple formats from Outdoor, Online, Press, Radio and Television. MAG® has been established with the sole aim to save valuable time when businesses, agencies and institutions choose to plan and buy advertising. The team at MAG® work with all the major media owners across the UK. MAG® is a recommended supplier under the independent Recommended Agencies Register.

See <http://www.mediaagencygroup.com/> for more details.

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Media Agency Group

T. 08451637907

E. lauras@mediaagencygroup.com

W. <https://www.mediaagencygroup.com/>

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