St. Pete/Clearwater Digital Campaign Brings Sunshine to London's Iconic M4 Torch

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Media Agency Group is delighted to be continuing its fantastic working relationship with St. Pete/Clearwater, with a new state-of-the-art digital out of home advertising campaign in London.

Working in conjunction with British Airways, the 'You Need Sun' campaign is aimed at promoting St. Pete/Clearwater as a tourist destination to its UK audience as British Summer Time comes to an end.

The campaign sees eye-catching digital escalator panel advertisements appear in some prime London locations, with a digital OOH ad also on the **iconic digital M4 Torch** (pictured) which is situated on the busiest stretch of motorway between the capital and Heathrow Airport.As well as this, MAG has coordinated a high exposure mobile and tablet advertising campaign to strategically target a large audience.

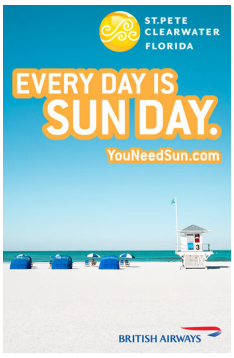
Described as 'beach nirvana,' Florida's St. Pete/Clearwater is situated on a sun-drenched peninsula separating the Gulf of Mexico from Tampa Bay, and offers 35 miles of award-winning, spectacular white-sand beaches.

This latest campaign is perfectly timed as Londoners look to bring some sun back into their lives as we come to the end of the British summer.

Managing Director of Media Agency Group, John Kehoe, said:

> "It's always a real pleasure to work alongside St. Pete/Clearwater and, like all of our previous campaigns, this latest digital effort is one we're all extremely proud of. By advertising in fantastic locations such as on the famous M4 Torch, we've ensured high exposure of this campaign for the brand and I have no doubt that we'll see some excellent results in the coming weeks."

Media:





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