Steak Cattle & Roll Reaches Glasgow with Targeted Ad Campaign

Tuesday 18 November, 2014

Media Agency Group is continuing its relationship with Steak Cattle & Roll by launching a regional advertising campaign to promote the 50s diner.

Coordinated by Radio Airtime Media – Media Agency Group's specialised radio division, the campaign will be broadcast on Capital FM for a four week duration.

As Glasgow's number one hit music station, Capital FM will ensure the 30 second radio ads reach local residents and tourists. Engaging and enticing consumers with the offer of, 'The best burgers and steaks you'll find this side of the Atlantic', the radio campaign is perfectly targeted to drive customers to the restaurant whilst developing brand awareness.

The engaging ads promote Steak Cattle & Roll's standing as an, 'Authentic 50s style diner' whilst using the advert to promote its location. The advert ends with a call to action encouraging listeners to find out more by visiting the restaurant's website.

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

"Creating a targeted radio advertising campaign is a fantastic way for Steak Cattle & Roll to reach a local audience, as well as visitors tuned in to the area's top radio station. With dedicated listeners, radio has an invaluable opportunity to expose audiences to the campaign on a repeat basis."

Listen to the ad: http://bit.ly/1yhDQZA

Related Sectors:

Food & Drink :: Media & Marketing ::

Related Keywords:

Radio Advertising :: Scotland :: Radio Campaign :: Capital FM :: Radio Airtime Media :: Media Agency Group :: 30 Second Radio Ad ::

Scan Me:

Company Contact:

Radio Airtime Media

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.radioairtimemedia.co.uk/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.radioairtimemedia.pressat.co.uk