

2 ΚΟΡΥΦΑΙΑ ΠΕΡΙΟΔΙΚΑ

ΜΑΖΙ ΜΕ ΤΗΝ  Η ΣΗΜΕΡΙΝΗ



ΑΠΟ ΚΥΡΙΑΚΗ 2 ΜΑΡΤΙΟΥ ΚΑΙ ΚΑΘΕ ΚΥΡΙΑΚΗ

Dias Publishing House Ltd chose outdoor in association with a TV campaign to promote the launch of two new magazines for the Cyprus Market.

The formats chosen were used to create maximum impact, by a wide placement in the main arteries around Cyprus.

The traditional pisa sign was used (4mx3m) complemented by a targeted campaign in the Carrefour Supermarkets where a big part of the female population resides.

Our research, showed that Dias met its objectives and achieved increased advertising awareness for its target group and a high degree of media attribution to the billboard format employed.