

Ford KA takes a test flight



The Ford KA (pronounced 'car') has been launched using outdoor and radio in synergy pack that endorses the power of billboards and radio used in combination. According to Clear Channel Independent's Lyn Jones, "Ford's media placement agency have committed a substantial order with us for Supersigns in the major metropolitan areas of the country, together with our Citilite product for their launch campaign." No TV is included in the campaign, in which brightly coloured creative targets students and their parents.

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