

Citizen cheers national agencies



Give me a C, give me an I, give me a T. *The Citizen* recently broke away from the norm by sending *Citizen* branded cheerleaders into the offices of various media agencies to create awareness of their new look as well as celebrate *The Citizen*'s impressive growth in readership and AMP's figures.

The Citizen shook the stereotype of newspapers being dull and dreary with spunky cheerleaders visiting FCB, Media Compete, Starcom and The Media Shop amongst others.

When asked for comment various members of the agencies remarked that they thoroughly enjoyed the *Citizen* cheerleaders as it was a refreshing change from the standard stuffy boardroom meetings, creating an opportunity for interaction with *The Citizen* brand on a more personal and fun level.

For more, visit: <https://www.bizcommunity.com>