

CitySocialising encourage Manchester to put the life back into their social lives with new radio campaign

Submitted by: Citysocializer

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CitySocialising (<http://www.Citysocialising.com>) the UK's leading Online2Offline socialising network and community for outgoing urbanites has this week launched their first advertising campaign in Manchester with new ads on Capital Radio (<http://www.capitalfm.com/manchester/?CMP=KNC&cmpid=Launch-PPC>).

The campaign, which is being run simultaneously to their tube car panel ads in London, will be aired until February. It's the first time CitySocialising has branched out into any kind of offline marketing and comes at a time when the company has announced a 100% increase in the number of new people joining the site this month compared to their previous high in October 2010.

The new radio ads were created by the award winning radio commercial production company Eardrum (<http://www.eardrum.com/eardrum.html>) who were given a brief to create a friendly but informative ad which would educate listeners who may not be familiar with CitySocialising (<http://www.Citysocialising.com>) and would not usually be proactive in kick starting their social lives and connecting with new friends (<http://www.Citysocialising.com>).

The ad named 'Real World' features the voiceover of former Brookside actress Nicola Stephenson who encourages listeners to "get out and chat to 'real' people in the 'real' world" and make the most of their social life in Manchester. She goes on to highlight some of the activities that are organised through the site such as gigs, comedy nights, and meals out with likeminded people.

Sanchita Saha founder and CEO of CitySocialising (<http://www.Citysocialising.com>) commented:

"After London, Manchester plays host to our second largest community which is why we chose to first launch the radio campaign here. It will also allow us to track the success of the campaign against the tube ad campaign we are running in the South and reach Capital's 25-45 year old ABC1 demographic."

"This is our first foray into offline marketing after previously relying on organic growth through search and word of mouth, both of which have proved to be invaluable in getting us to where we are today with 100,000 members across 50 UK cities. However, branching out into offline marketing will give us the opportunity to reach a wider audience."

Since the announcement of the £1 million backing CitySocialising (<http://www.Citysocialising.com>) secured at the end of 2010 from PROfounders Capital (<http://www.profounderscapital.com/>), the European VC fund set up by tech luminaries Brent Hoberman (Lastminute.com) and Michael Birch (Bebo.com), the company has seen a great start to the year with a 40% increase in new subscription revenue compared to their previous high, and a 66% lead on the same period last January.

Alongside the radio and tube ads CitySocialising are currently running a 'Win a Free Social life (<http://competition.citysocialising.com/?frm=release>)' competition which will see one lucky winner and three of their friends win over £3000 worth of vouchers to spend in the likes of Cineworld, Pizza

Express and Seatwave to make the most of their Social lives in 2011.

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About CitySocialising:

CitySocialising (<http://www.Citysocialising.com>) is the UK's leading Online2Offline socialising network and community for outgoing urbanites, backed by PROfounders, the European VC fund set up by tech luminaries Brent Hoberman (Lastminute.com) and Michael Birch (Bebo.com). Pioneering the convergence of virtual and real world networking in the UK, CitySocialising enables young professionals to meet new people (<http://www.Citysocialising.com>) and new friends (<http://www.Citysocialising.com/friends/>) locally whilst exploring and enjoying their city's social scene. Launched with R&D funding from the Princes Trust in 2007 with a site and service in London, the network has since developed a community of over 100,000 users, across 50 cities in the UK, each overseen by a local Community Manager.

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