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First Turkey Tourism radio campaign in UK

The Turkish Culture and Tourism Office has launched its first ever UK commercial radio campaign with advertising on Magic 105.4 FM, featuring the voice of radio and TV presenter Mariella Frostrup.

The concept behind the campaign is to position Turkey as a holiday destination with a huge range of experiences to offer and to present an 'alternative' side of Turkey to the usual sun, sea, sand and low-cost holiday themes of the past. The campaign, which comprises three different adverts, will run for eight weeks and reach over 2.6 million listeners nationwide with each listener hearing one of the adverts at least five times.

All the adverts promote the Turkish Culture and Tourism Office's website www.gototurkey.co.uk.

