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Redgate in outdoor buy after TV push

Hong Kong - Redgate Media has agreed to acquire out-of-home ad company MediaShell to expand its outdoor network just weeks after the acquisition of two major TV media groups.

The group will now offer advertising opportunities under a one-stop shop style system, bundling TV and OOH advertising to attract urban consumers in the major cities of China.

Redgate spokesman Robby Yung said brands like Gucci and Coca-Cola are taking the same step with outdoor ads to reach youngster aged from 20 to 45 in major cities of China.



He added that to date, Redgate had made around 10 acquisitions and was now in the process of integrating all companies under the one umbrella.

Peter Brack (pictured), chairman & CEO of Redgate said MediaShell is a innovator in the out-of-home segment and build its coastal city coverage.

"Advertisers have embraced the idea of out-of-home advertising in China and we're looking forward to enhancing our offering through MediaShell's broad network," Brack said.

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