

Jovago launches first TVC in Nigeria

Jovago will launch a TV advertising campaign for the first time in Nigeria. The campaign highlights the ease with which a Jovago customer can book hotels and compare prices. It also describes the new and improved user interface all aimed at optimizing user experience.

The advertising campaign includes a 30-second TV advert and a series of print focusing on the ease of access that the website provides. The Best Price Guarantee makes the process all the more hassle-free.

The TV ads can be found here: Youtube/Jovago

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