

# MediaCom partner with First Choice and ITV to launch the Just Say Yes campaign.

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MediaCom have brokered the exciting new First Choice campaign that taps into the tradition that women can propose on a leap year. The ad launched yesterday in a Coronation Street ad break and depicts a woman proposing live on stage to her partner, reflecting the First Choice philosophy that 'Life's too short to say no'.

The campaign uses real couples to appeal to First Choice's core audience of 24-45 year olds; their proposals and back stories are featured on the First Choice website. Marketing Director Jeremy Ellis noted that this content focused activity was "completely different" to anything they'd done before and that he "hoped to get a yes" from the couples involved.

View the Just Say Yes campaign [here](#).

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