Allsopp & Allsopp move forwards with Transport Media

Wednesday 6 November, 2013

Transport Media and Parenthesis Design Consultancy are uniting to generate awareness for the new Coventry branch of Allsopp & Allsopp estate agents. An outdoor campaign will showcase the company during the final week of October, with a promotional Advan in circulation for 5 days.

An “0% estate agent fees” offer dominates the creative, with a curved green line allowing the ‘0’ to moonlight as a happy face. The text “worth smiling about” stands below in a matching colour, alongside the branch telephone number and website. The Allsopp & Allsopp logo is integrated to the right of the design, below an imitated folded corner that encourages the public to “hurry” as the promotion covers the “first 50 homes only”.

With offices in both Dubai and Coventry, Allsopp & Allsopp are a leading brand in high-end real estate, providing both sales and lettings services through the UK and internationally. The use of Advan marketing will allow the company to gain fast coverage of their local area, creating instant hype surrounding their branch opening.

CEO of Transport Media’s parent company Media Agency Group, Lee Dentith, said: “The versatile Advan platform will effectively take Allsopp & Allsopp right into the centre of their audience, with the ability to showcase the brand throughout Coventry thanks to its mobile advertising capability.”

Media:



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