ANS show they Mean Business with Transport Media

Thursday 23 January, 2014

The UK's fastest growing managed service and cloud provider, ANS, are targeting their headquarter cities of London and Manchester with an outdoor advertising campaign directed by Transport Media. Harnessing the power of taxi advertising, ANS will see their brand saturate these two major cities throughout 2014 with a fleet of branded vehicles.

Integrating the taxi formats of full livery wraps and tipseat adverts, the campaign promotes the ANS strapline 'means business'. The company's purple branding showcases the advert, projecting the white ANS logo and website through the streets. With extended passenger dwell time, the tipseat artwork is able to include additional company information, encouraging people who have "worked around IT today" to explore ANS's efficiency-boosting services.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "Transport Media are delighted to be working with the technologically innovative brand of ANS. With plenty of experience in the outdoor advertising market, we can collaborate with ANS in order to achieve the best possible outcome for their campaign. As the company operates from both London and Manchester, it makes sense to reach out to the business communities of these leading cities, and the flexibility of outdoor advertising offers the perfect solution."

Media:



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Computing & Telecoms :: Consumer Technology ::

Related Keywords:

London :: Manchester :: Taxi :: Advertising :: ANS :: Cloud :: Computing ::

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