Blue Insurances protects holiday makers with Underground campaign

Monday 14 July, 2014

*Irish insurances group **Blue Insurances is working with** Transport Media to launch a summer campaign on the London Underground, protecting holiday makers planning on travelling abroad.*

A two week campaign will launch on July 14th across the capital's Underground network, displaying Blue Insurances' advertising on tube car panels throughout the network's carriages.

Two different designs are being used to promote carhireexcess.com and multitrip.com; two insurance websites dedicated to protecting travellers abroad.

carhireexcess.com provides car excess insurance for people planning on hiring a car in Europe or worldwide. Award winning travel insurance site multitrip.com covers passengers when experiencing flight delays, and is using the campaign to promote its annual travel insurance deal. As the advert explains: "*We can't stop your flight being delayed, but we can cover you, when things go wrong!*"

The colourful, eye-catching adverts are perfectly positioned to attract the interest of London's commuters and tourists during the summer holiday period. The adverts also highlight that each site and its services are accessible from a smartphone – an ideal functionality for Blue Insurances' target market of audiences on the move.

Positioned at the top of a tube carriage, advertising on London's tube cars panels creates highly visible advertising that is viewed at close proximity. With an average duration of 13 minutes spent in a carriage per journey, audiences will have plenty of time to read and absorb Blue Insurances' campaign messages.

Lee Dentith, CEO of Transport Media's parent company, Media Agency Group said:

"Tube car panel advertising is a fantastic way to guarantee exposure across the city to a huge, captive audience. Perfectly timed to coincide with the summer holidays, this campaign will be sure to engage with passengers either planning, or on route to their holiday abroad."

Media:





Related Sectors:

Personal Finance :: Travel & Tourism ::

Related Keywords:

Underground :: London Tube :: Advertising :: Transport Media :: London ::

Scan Me:

Company Contact:

_

Transport Media

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.transportmedia.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.transportmedia.pressat.co.uk