Bournemouth Bus Campaign Promotes Tops Day Nurseries Open Day

Tuesday 2 June, 2015

Transport Media has launched a new two week bus rear advertising campaign in Bournemouth, promoting the upcoming Tops Day Nurseries open day on 6 June. The south England-based family of 15 nurseries is opening its doors for the afternoon, inviting parents to come along and take a look at the facilities provided for children and encouraging them to take part in a range of activities on the day. With three nurseries in Bournemouth, the campaign's 40 bus rear ads is the perfect way to draw attention and raise interest in the open day.

Colourful in its design, the advertisements are sure to stand out on the streets of the busy seaside town, with multi-coloured balloons against a striking pink background set to catch the eye of both parents and children. Bus rear advertising from Media Agency Group's specialist transport subdivision Transport Media offers brands a cost effective method of reaching motorists, pedestrians and passengers, resulting in high exposure of an ad campaign.

Tops is running the open days to celebrate its 25th anniversary, with a range of exciting children's activities taking place, such as cooking workshops and party games. There will even be an appearance from a very special guest – Fireman Sam! Tops Day Nurseries is a chain of 15 nurseries across the south of England, each one priding itself in offering a happy, safe and secure environment for children.

John Kehoe, Managing Director of Transport Media's parent company Media Agency Group, said:

"We're all very confident that this latest bus rear advertising campaign from Transport Media is going to be a big success. The ads will give Tops Day Nurseries a real presence on the streets of Bournemouth and should be a great help in encouraging parents to visit the upcoming open day. It's great to be working alongside a company who provide such a fantastic service for children in the south of the country."

Media:



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Bournemouth :: Bus Advertising :: Bus Rear Adverts :: Transport Media :: Tops Day Nurseries :: Childcare :: Daycare :: Nurseries :: South England ::

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