

Certeco reach London with Transport Media

Tuesday 11 February, 2014

Certeco, experts in designing and implementing business technology change programmes, have contracted [Transport Media](#) to provide them with a targeted [taxi advertising campaign](#) to further awareness of their highly-respected consultancy.

Running for twelve months from the 3rd of February, the campaign targets important business decision-makers in the City of London with fifty taxi Supersides, proclaiming 'Certeco – Business Change That Delivers'.

Tip seat ads in the interior of the vehicle use concise copy to explain the importance of structure and focus "in a business world that is increasing in complexity", with a QR code encouraging the passenger to visit Certeco's website for a detailed explanation of the company's services. Branded taxi receipt pads mean every step of the journey from beginning to end is covered by Certeco's message.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "Since 2002, Certco have been providing exceptional services in the field of business technology change programmes, and we are proud to be a part of their plans moving forward."

Media:



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