Crimestoppers push for festive safety with Transport Media

Monday 25 November, 2013

Transport Media is targeting Sheffield with a taxi advertising initiative for crime-fighting charity Crimestoppers, reminding the public to be vigilant over the festive period. The 8-week campaign will launch on the 25th November, comprising the formats of tipseat and taxi superside advertising.

The advert features a balaclava-clad thief holding a red crowbar and a Christmas present, with the heading “Don’t give your gifts to thieves. Keep them out of sight” printed in bold. The Crimestoppers name and contact number are accompanied by Twitter call-to-action, with additional support from the South Yorkshire Police logo.

CEO of Transport Media’s parent company Media Agency Group, Lee Dentith, said: “Taxi advertising will ensure that Crimestoppers gain visibility in key urban areas, successfully reaching their target audience of people who are away from their houses – particularly those who are using taxis to get home late at night when break-ins are more common.”

Media:



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