

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:

Don't give your gifts to thieves. Keep them out of sight.

You bought your presents for friends, family and loved ones. Don't give them away to thieves. Lock your doors and windows and keep your gifts out of sight.



Related Sectors:

Christmas :: Public Sector & Legal ::

Related Keywords:

Sheffield :: Crimestoppers :: Taxi :: Advertising :: Christmas ::

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