East Surrey College Reaches Students with Targeted Tram Campaign

Monday 19 May, 2014

East Surrey College has partnered with Transport Media to encourage prospective students to apply online for their full time courses.

Interior panel advertising will feature on Croydon's trams from May 19th for two weeks. The campaign will be re-launched later in the year for four weeks, in order to target another wave of potential students.

The design boldly encourages readers to apply online at the given web address as well as advertising the vast array of courses on offer at the Redhill-based college.

Advertising on the interior of trams or trains is an effective format to target captive audiences who have time to read and absorb a marketing message. As a popular mode of transport for the area's young people, trams offer the perfect opportunity to effectively reach East Surrey College's target audience.

Lee Dentith, CEO of Transport Media's parent company Media Agency Group, said:
"This advertising format allows East Surrey College to capitalise on the amount of time people spend travelling. Promoting the wide range of courses on offer ensures the advert appeals to a diverse audience and will effectively encourage them to go online to discover more information."

Media:



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Transport Media

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

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