Eastend Computing and Business College Targets London with Transport Media

Wednesday 5 March, 2014

London-based Eastend Computing and Business College are launching a 4 week campaign with Transport Media to engage with prospective students.

From the first week in March, streetliner adverts will feature on the capital's buses across the Iford – London Central bus route, making audiences aware of the opportunity to gain a Bucks New University degree at the college.

The bold and concise advert clearly displays the opportunity to 'Get Bucks New University' degree, alongside the college's contact details. A contrasting 'enrol now' bubble displays the next enrolment dates.

Specialising in undergraduate, languages and professional courses, Eastend Computing and Business College will be ensuring that they are promoted throughout the city with this effective method of street-level advertising.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said:
"Strategically placed bus advertising campaigns are a great way to create impact and demand the attention of drivers and pedestrians in a targeted area. We hope this campaign encourages prospective students to consider furthering their education with Bucks New University and Eastend Computing and Business College."

Media:



Related Sectors:

Computing & Telecoms :: Education & Human Resources ::

Related Keywords:

Bus :: Streetliner :: London :: Advertising :: Single Decker :: Eastend :: Streetliners ::

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Company Contact:

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