Examberry Bring Their Expertise to London with Bus Campaign from Transport Media

Monday 14 April, 2014

Examberry, the 11 plus exam experts, have chosen to launch a bus advertising campaign with Transport Media – one of Media Agency Group's outdoor specialists.

A branded bus superside campaign will be displayed across buses in the Hounslow, Kingston and Ealing areas from April 14th. Featuring for ten weeks in Hounslow, and five weeks in Kingston and Ealing, the campaign promotes Examberry's extensive range of Mocks, Courses, Test Papers and Apps, all available for purchase online and in store.

Specialising in 11 plus exams and tuition, Examberry's test practice range is clearly advertised, with detailed information on where audiences can get hold of the material.

With the academic exam period on the approach, this effective eye-level advertising format is the perfect way to reach a diverse audience across a targeted area; appealing to parents whether pedestrians, drivers or passengers.

Lee Dentith, CEO of Transport Media's parent company Media Agency Group, said:
"Bus superside advertising enables reach to valuable ABC1 consumers; acting as a mobile campaign to ensure coverage across the whole of a targeted region. This, combined with the clear branding of the campaign, will help to drive Examberry forward as a respected provider in 11 plus exam material."

Related Sectors:

Children & Teenagers :: Education & Human Resources ::

Related Keywords:

London :: Bus :: Superside :: Advertising :: Campaign :: Examberry :: Bus Supersides ::

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Transport Media

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

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