

Get Access to Nottingham's SweetSpot with Transport Media

Wednesday 6 November, 2013

Nottingham-based student housing company, SweetSpot, is working with [Transport Media](#) to amplify their brand through the city, launching an outdoor advertising campaign to generate awareness for their catalogue of properties. [Bus streetliner adverts](#) will be on display from the 11th November, targeting students for a total of 4 weeks and recurring in January 2014.

The streetliner creative attracts onlookers with a vibrant orange background, displaying the SweetSpot logo and website along with the "Sexy Student Homes" strapline.

SweetSpot provide student accommodation solutions across the cities of Nottingham, Exeter and Oxford, offering affordable luxury housing in optimum locations, complete with the option of unlimited internet access, cleaners, gardeners and a laundry service. A team of interior designers and a partnership with John Lewis means that each house is furnished to the highest standards, with properties ranging from 4 to 7 bedrooms in size.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "Bus streetliner adverts are an efficient method of presenting the SweetSpot brand to Nottingham's student population, with high-frequency access across prime urban outdoor locations."

Media:



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Transport Media

T. 08451637907

E. lauras@mediaagencygroup.com

W. <http://www.transportmedia.co.uk/>

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