Knowsley Council and Media Agency Group Go Green for Multi-Format Recycling Campaign

Friday 30 May, 2014

Knowsley Council has appointed Media Agency Group to coordinate a multi-format campaign which will launch a major recycling drive across the metropolitan borough.

A variety of outdoor advertising formats will project Knowsley Council's campaign throughout the summer months. Bus streetliner advertising will kick off the campaign on June 9th, with taxi advertising following on June 23rd - both for a twelve week duration. The format of taxi supersides will feature the council's recycling message with interior tip seats and receipt pads increasing exposure by raising awareness to the black cab's passengers.

The campaign will be further reinforced with 6 sheet billboards and phone box advertising – acting as static billboards to work in harmony with the mobile formats of buses and taxis.

An Advan will also be driven throughout Knowsley in August as a reminder for people to consider their recycling efforts.

Five campaign designs are being used to highlight the importance of recycling different materials. "We all need to recycle" is repeated on all formats, with five differing endings of: Plastic bottles, cans, paper, cardboard and glass bottles and jars.

A vibrant green background ties in with the campaign's 'green' theme and creates an eye-catching design to attract the attention of locals. A strapline of "recycling is never a waste of time" is also featured on all formats.

Combining such a range of media creates a highly effective campaign that reinforces the message in the minds of audiences. Pedestrians, road users and shoppers will all be exposed to the high-frequency campaign; encouraging them to put real consideration into effective recycling.

Media Agency Group CEO, Lee Dentith said:
"We are pleased to be continuing our relationship with Knowsley Council with this campaign. The positioning and combination of advertising means Knowsley Council will access their target proximity audience and be able to reach various demographics through the use of several formats."

Media:



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Related Keywords:

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