

Knowsley Council uses Advan Campaign to Encourage Voters

Tuesday 15 April, 2014

Seven local councils across Merseyside and Cheshire are working with Transport Media to launch an [Advan advertising campaign](#) encouraging locals to vote in the upcoming elections.

The [backlit Advan](#) will be driven around Merseyside, Halton and Warrington from April 14th, in a 15 day campaign to raise awareness of the local and European elections on May 22nd.

The clear, bold design will be perfectly positioned on the unique advertising space of an Advan – creating a high-impact campaign that is guaranteed to reach residents across the whole of Merseyside, Halton and Warrington.

Important dates are clearly displayed, alongside the national website address acting as a call to action to encourage audiences to learn more.

Use of a backlit Advan allows the campaign to target audiences both day and night; as a mobile and static advertising format to enable maximum reach and impact.

Lee Dentith, CEO of Transport Media's parent company Media Agency Group said:
"Advans are a high impact and unavoidable advertising format, and driving this campaign throughout the Councils' targeted areas will demand attention from potential voters across the borough."

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