

Leyton's Gym gets Better with Bus Advertising

Monday 23 June, 2014

Media Agency Group is pleased to be continuing its relationship with [GLL](#) by tasking [Transport Media](#) to launch a localised campaign for the UK's largest charitable social enterprise leisure provider.

[Bus rear advertising](#) has been coordinated as part of a marketing initiative to promote both GLL's customer facing brand Better, and the inclusion of new facilities at Leyton gym.

A four week campaign to promote the gym's new 90 station extension will launch on buses throughout the area commencing June 23rd.

With the strapline 'Leyton gym just got Better', the campaign details a new 90 station gym extension in the East London district.

The clear, concise design enables audiences to quickly absorb the information whilst on the move – enabling road users and pedestrians the opportunity to effectively engage with the advert.

The added incentive of the gym being "Only £19.95 a month" further attracts attention from consumers, with a call to action inviting audiences to "pop in" or visit their dedicated website for further information.

Lee Dentith, CEO of Transport Media's parent company Media Agency Group, said:

"Bus rear advertising offers a fantastic opportunity to extend a campaign right throughout a targeted area, making it an ideal format for this campaign to reach existing members, as well as attracting audiences unaware of the gym and its services."

Media:



Related Sectors:

Leisure & Hobbies :: Sport ::

Related Keywords:

Bus Advertising :: Bus Back ::
Rear :: London :: London Bus ::

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