Lilly and Transport Media get men across the UK on their feet for Colin Jackson's Go Dad Run race

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Transport Media has been appointed to promote the Sanlam 'Go Dad Run' race which is being held in three UK cities over this year's Father's Day weekend.

Lilly – one of the event's sponsors, has enlisted Media Agency Group's outdoor division to coordinate bus superside advertising which will be used in London, Cardiff and Birmingham from June the 2nd, in the two week run up to the June 14th event.

The 5K race has been organised by British sporting legend Colin Jackson, and will raise money for Prostate Cancer UK. The streetliner adverts display the race locations, a brief description and the Go Dad Run web address, where audiences can find out more and register online. An image of a man wearing yellow underpants is also featured, as each adult entrant will be sent a pair of bright yellow Y-Fronts to help generate social media interest. The adverts have been created by Bristol based designer Brian Nourse.

The adverts will travel throughout each target city, acting as a proximity campaign to promote the race and generate interest in the event. Working as an effective mobile billboard form of advertising, the bus streetliner format features across the side of the cities' buses; effectively displaying the campaign's message to fellow road users, passengers and pedestrians.

Inspired by the success of Cancer Research UK's Race for Life, former Olympian Colin created the Go Dad Run project. He said:
"Dads, sons, brothers, friends and neighbours will be running, jogging or walking around the courses to raise awareness of men's health issues and funds for Prostate Cancer UK, but don't think it is just about the men! We also need their mums, daughters, sisters, wives and girlfriends to encourage the guys to sign up and be there to encourage them on the day."

Lee Dentith, CEO of Transport Media's parent company Media Agency Group, said:
"This fantastic event is being promoted through one of the most high-impact formats to be used in cities. Able to effectively reach vast audiences in crowded locations, the implementation of superside advertising will ensure a real presence for Go Dad Run in each target area and encourage men across each city to get involved."

Media:



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Charities & non-profits :: Sport ::

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Bus Advertising :: Supersides :: Advertising :: Go Dad Run :: Transport ::

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