Liverpool Offered a Cure for Congestion with New Merseyrail Campaign

Wednesday 30 September, 2015

Out of Home International and Merseyrail are providing the people of Liverpool with a 'cure for congestion' with a new digital outdoor advertising campaign encouraging people to get smart and get the train. Targeting commuters and motorists in the centre of the city, the digital out of home advertisements will be running in some prime locations throughout early October.

Eye-catching in their design, the yellow, white and black ads are in keeping with Merseyrail's signature branding, and are set to make a huge impact on frustrated road users in the city who experience high volumes of traffic whilst travelling to and from work.

Merseyrail is an urban network of vital importance to the transport infrastructure of Liverpool and operates on the Wirral and Northern Lines within Merseyside. It runs a high frequency service, carrying an average of **100,000 passengers daily** and is one of the most punctual and reliable railway networks in the UK.

By opting for a digital out of home advertising solution from industry experts **Out of Home International**, Merseyrail has guaranteed itself a high exposure campaign which will catch the eye of millions of Liverpudlians and those who travel into the city to work.

Managing Director of Out of Home International's parent company Media Agency Group, John Kehoe, said of the new campaign:

> "We've coordinated some innovative digital outdoor ad campaigns in recent months and this effort from Merseyrail is one we're proud of. It's been a pleasure to work with the company and I'm sure the advertisements will be successful for both parties, hopefully leading to us working together again in the future.

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