# Media Agency Group and Tandridge Trust launch ‘Dare to Bare’ campaign

**Wednesday 25 June, 2014**

Leisure enterprise Tandridge Trust has appointed Media Agency Group to launch a promotional campaign advertising summer offers at their three leisure centres across the Tandridge district.

The “Dare to Bare” campaign offers a seasonal promotion to help members achieve their summer beach body.

The campaign will launch at the end of June, with bus rear advertising transporting the offer to audiences throughout Caterham and the surrounding area for four weeks.

Further reach will be gained when the campaign is reinforced with billboard advertising positioned at two local train stations.

4 sheet advertising will be displayed at Oxted station from 30th June for six weeks, and 6 sheets will feature at Purley station from July 28th for four weeks.

The two month promotion encourages audiences to become body confident with Tandridge Trust’s six week premier membership offer, which allows members to use facilities across any of Tandridge Trusts’ three centres in Caterham and Oxted.

The campaign is perfectly positioned to target potential members from across the area, with social icons and QR codes included to encourage audiences to engage via social media.

Tandridge Trust, Leisure & Culture Limited is a not for profit social enterprise which was set up to provide leisure, cultural and sporting opportunities for communities. Their facilities consist of a health club in Caterham, a sports centre in Caterham and a leisure centre in Oxted.

Lee Dentith, CEO of Media Agency Group said:

“This campaign is being launched at the perfect time to help those wanting to get in shape this summer. The combination of mobile and static advertising formats will ensure real impact across the district and effectively encourage consumers to consider membership.”

## Media:




## Related Sectors:

Health :: Leisure & Hobbies ::

## Related Keywords:

Billboard Advertising :: 4 Sheet :: Bus Rear :: Bus Back ::

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