

## Media Agency Group helping Community Education Lewisham recruit adult learners

Monday 18 August, 2014

[Media Agency Group](#) has been hired by Community Education Lewisham to promote enrolment opportunities.

The latest campaign by the education centre will run over the course of four weeks. It will commence on August 18th at Catford bus depot and consist of Bus Rears and Bus Passenger Panels.

The campaign will inform audiences about the adult learning course which include part-time courses and can be enrolled on in September. The advert will draw attention from audiences with its bright colours and clear design.

Contact details are featured as a call to action and the ads will target audiences on the move. The eye-catching web address is highlighted as an easy way for future students to find out more.

Bus advertising will allow the education centre to effectively reach audiences across their targeted area. It will be seen by pedestrians, fellow road users and passengers.

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

*"Bus advertising campaigns are an ideal format for businesses to create a local and effective campaigns that delivers a message to the local people. More than 30 million people see bus ads in the UK in a single week and this campaign will benefit from this huge exposure to big audiences."*

### Media:



### Related Sectors:

Education & Human Resources ::

### Related Keywords:

Bus Advert :: Education ::  
Lewisham :: Campaign ::

### Scan Me:



## Company Contact:

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