

Nuneaton and Bedworth Council Spread Market Love with Transport Media

Thursday 27 February, 2014

Nuneaton and Bedworth Borough Council are making their markets mainstream with a little help from Transport Media.

Promotional adverts will be displayed on buses throughout the area from the first week in March. The four week campaign will feature bright and bold [bus rears](#) and [passenger panels](#), detailing information on the town's market days.

The blackboard-effect style attracts attention with a simple and striking colour scheme, highlighting key features such as 'organic food' and 'competitive prices'.

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

"Running the advert across two bus advertising formats creates an unavoidable and targeted campaign that will ensure reach to both locals and visitors."

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