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."

Related Sectors:

Food & Drink :: Government ::

Related Keywords:

Bus :: Rears :: Backs :: Advertising :: Rear :: Bus Back :: Campaign ::

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