Papworth Trust and Media Agency Group make sure there is No Room For Can’t

Wednesday 7 May, 2014

Leading disability charity Papworth Trust is working with advertising specialists Media Agency Group to launch a multi-format advertising campaign across the East of England.

Buses, billboards and TV adverts will all be used as effective formats to promote the charity and its dedication to improving the lives of disabled people.

The “I Can” campaign has received huge backing from many well-known faces, with the likes of Stephen Hawking, Paralympic gold medallist Jonnie Peacock and Virtuoso Percussionist Dame Evelyn Glennie all lending support to help Papworth Trust “create a world where people are seen for what they can do.”

High impact 6 sheet and 48 sheet billboards of people with disabilities doing what they love will be displayed in towns and cities including Cambridge, Leicester, Kettering and Bury St Edmunds.

ITV and Video on Demand will be bringing the advert to life on May 7th, when 30 second television adverts will be broadcast across East Anglia for four weeks.

The campaign will be further reinforced from May 12th, when buses throughout the East of England will feature the Trust’s campaign with a series of bus rear adverts running throughout Cambridge, Ipswich, Basildon, Milton Keynes, Bedford, Huntingdon and Lowestoft for four weeks.

Exposed to audiences right throughout Papworth Trust’s targeted areas, these mobile and static advertising formats will ensure maximum reach in order to create and develop awareness for the Trust’s work throughout the region; showing what people with disabilities can do, and not what they can’t.

Another of the designs cleverly illustrates the Trust’s campaign strapline of “We’re making sure there’s no room for can’t”; prematurely cutting off the artwork and creating an engaging campaign to get people talking. Papworth Trust’s logo and website are also displayed, with social media icons included to encourage social interaction and response.

Papworth Trust provide a range of high quality services for disabled people as part of their mission to support disabled people in having equality, choice and independence in their lives. Delivering most of their services in the East of England, the Trust also branch out to East Midlands, Greater London and Wales.

Lee Dentith, CEO of Media Agency Group said:
“Promoting the work of the Papworth Trust is hugely important, and this bold campaign will certainly demand attention and generate impact thanks to celebrity involvement. The combination of formats will really strengthen and reinforce Papworth Trust’s message – targeting audiences whether at home, on foot or on the road.”

Media:







Related Sectors:

Charities & non-profits :: Media & Marketing ::

Related Keywords:

Television Advertising ::
Papworth :: 48 Sheet :: 6 Sheet ::
Bus Advertising ::

Scan Me:

Company Contact:

Media Agency Group

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.mediaagencygroup.com/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.mediaagencygroup.pressat.co.uk