Self-published author's innovative advertising aims to impress London's agents

Friday 18 July, 2014

RR Haywood, self-published author of the cult smash-hit series 'The Undead' has partnered with Transport Media to launch some tactical advertising across London.

From the 15th-17th July, RR Haywood has been travelling alongside his very own mobile Advan billboard.

The Advan has been used to promote his best-selling Zombie Horror series … as well as the fact that he still has no literary agent!

As the Advan campaign clearly displays, despite having a cult following of thousands, over 500 5 star reviews and winning awards, RR Haywood still has no representation from an agent or publisher, and is currently self-published.

The beauty of an Advan is that it acts as both a mobile and static billboard, meaning it can be strategically positioned to create maximum impact.

With careful planning from RR Haywood and Transport Media, the Advan stopped off on its travels through central London outside select publishers and literary agencies.

On the final day of the tour, the Advan was also joined by real-life zombies delivering zombie cupcakes to some strategic premises.

RR Haywood is offering signed copies of his work to anybody who takes a photo of the Advan and posts it on his Facebook page.

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

"The Advan format is a fantastic way to create impact and is perfect for a slightly tongue-in-cheek advertising campaign such as this. RR Haywood's innovative marketing is certain to invoke interest and get the capital's publishing industry talking."

Media:





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