Skalp and Transport Media bring Celebrity Hair Treatment to Manchester

Tuesday 18 March, 2014

Hair-loss specialists Skalp and Transport Media are collaborating to promote Skalp's clinics and services throughout Manchester.

Skalp will advertise its hair-loss treatment on bus headliner adverts across the city from March 17th.

The four week campaign will see buses from Manchester West depot featuring the informative creative, encouraging commuters to visit their Manchester clinic as "the USA celebrity hair-loss treatment reaches the UK."

The informative ad features before and after pictures, along with a client testimonial detailing how "Skalp changed my life overnight", adding a sense of realism to the campaign which commuters can engage and relate with. Along with company branding and clinic locations, Skalp's phone number and website are clearly displayed to encourage a call to action from consumers.

Skalp offer Micro Pigmentation (medical hairline tattoo) to customers as an affordable, non-surgical solution to all types of baldness. With clinics in London, Manchester and Edinburgh, the process involves applying detailed natural pigmentation to the scalp to replicate and blend with any natural follicles.

CEO Lee Dentith of Transport Media's parent company, Media Agency Group, said:
"Bus headliner advertising is a fantastic way to engage and communicate with audiences, offering Skalp the opportunity to engage with a captive audience and reach a key ABC1 demographic in their target area of Manchester."

Media:



Related Sectors:

Health :: Men's Interest ::

Related Keywords:

Bus :: Headliner :: Panels :: Headliners :: Advertising :: Advert :: Manchester :: Skalp ::

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