

Sleeping Beauty takes the limelight with Transport Media

Tuesday 5 November, 2013

Three Rivers District Council are launching a festive bus advertising campaign with [Transport Media](#), promoting the local pantomime production of Sleeping Beauty. Playing at Watersmeet from the 6th to 31st December, the show will feature on single decker [bus streetliner adverts](#) in the areas of Harrow, Uxbridge and Watford, running from the 4th November for 4 weeks up until the production commences its run.

Introduced by a glittering Sleeping Beauty logo on a deep blue background, the advert presents relevant information such as the date, venue, booking number and website. Images of the main cast fan across the centre, with X Factor and G4 singing sensation Jonathan Ansell" taking a primary position. Facebook call to action and the Watersmeet logo are also included along the bottom.

The use of streetliner adverts will place Sleeping Beauty at the core of the public landscape, generating awareness for the production through three neighbouring towns. CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "This bus advertising format will allow Sleeping Beauty to access high footfall areas within a geographically relevant area, gaining coverage for the pantomime across prime target audiences such as shoppers and schools."

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