

Snapchat leaves the feed behind as four mobile billboards take its business message to London's Advertising Agencies

Friday 18 September, 2026

London, UK, 18 September 2026: Snapchat has taken its latest business message out of the digital feed and onto the streets of London, with four mobile AdVans targeting the capital's advertising agencies as part of its "Spend Smarter for Business" campaign.

Delivered by UK out-of-home specialist Loud! OOH, the campaign is running across London this week and continues through Friday 25 September, putting Snapchat's message directly in front of the advertising and media professionals who make decisions about where brands spend their marketing budgets.

Rather than relying solely on digital channels to reach an audience already immersed in digital media, the campaign takes a deliberately physical approach. The four AdVans are being used to bring the campaign into the working environment of London's agency community, with activity focused around locations and office districts where major agencies are based.

The campaign has included targeting advertising businesses and media agencies including OMD, Publicis, Wavemaker, Jellyfish and Goodstuff, turning the streets around London's agency offices into part of the media plan.

For Snapchat, the approach creates an interesting reversal of the usual advertising journey. A platform built around mobile and digital communication is using an inherently physical medium to speak to the people responsible for planning and buying advertising.

For Loud! OOH, it also demonstrates how mobile out-of-home can be used when the audience is defined not simply by postcode or demographic profile, but by where a particular professional community works.

The campaign is a strong example of the role that out-of-home advertising can play alongside digital media rather than being positioned as an alternative to it.

Mobile formats such as AdVans can provide advertisers with flexibility around location, timing and audience targeting. They can be deployed around specific areas, moved between locations during a campaign and used to create a visible presence where a conventional fixed placement may not provide the same level of proximity to a particular audience.

That flexibility is particularly relevant when brands want to reach professional audiences in concentrated areas.

London's advertising industry is geographically clustered, with major agencies and media businesses operating across areas including Soho, Fitzrovia, Clerkenwell, Shoreditch, Bankside and other central London locations. A campaign designed specifically to reach agency decision-makers can therefore use location as part of the creative strategy, rather than treating it simply as a delivery mechanism.

The Snapchat campaign has used that principle to put its "Spend Smarter for Business" message into the physical environment of the people it is intended to reach.

It also reflects a wider change in the way brands are approaching out-of-home. Digital campaigns can be highly targeted, measurable and immediate, but physical media can introduce a different kind of visibility. A branded vehicle arriving outside an agency office is difficult to scroll past, skip or close. It becomes part of the environment in which the audience is already moving.

That does not mean every campaign needs a mobile billboard. The value of the format depends on the audience, geography, creative and campaign objective. In this case, however, the ability to move the advertising directly towards a tightly defined professional audience was central to the idea.

Loud! OOH has increasingly focused on making the cost and mechanics of out-of-home advertising easier for brands and agencies to understand. Its public pricing resource provides a view of [media costs across a range of UK out-of-home formats](#), with pricing presented as media cost rather than packaged agency pricing.

Media:



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The Snapchat activity arrives during a period of strong growth for the wider UK out-of-home market. Industry figures published by Outsmart show continued growth across both Digital OOH and Classic OOH, reflecting the increasing role of outdoor media within broader brand and performance strategies.

Against that backdrop, the Snapchat campaign provides a useful example of how out-of-home can be shaped around a very specific business audience.

It is also a reminder that OOH does not have to mean buying the biggest billboard in the biggest location. Sometimes the strategic advantage comes from being in the right place at the right moment, with a format capable of moving with the audience.

For Snapchat, that means bringing a business-focused message into the streets around the companies and people it wants to reach.

For London's advertising community, it means seeing a familiar digital brand in a very different setting.

And for the wider OOH industry, it is another example of how physical media can be used to create context around a campaign rather than simply providing another place for an advert to appear.

The four AdVans will continue running across London until Friday 25 September, bringing the campaign to a close at the end of next week

About Loud! OOH

Loud! OOH is a UK out-of-home advertising agency working across billboards, transport, digital out-of-home, mobile media and experiential campaigns. The agency works with brands and agencies to plan and deliver OOH campaigns across the UK, with a focus on practical media planning, transparent pricing and creative use of outdoor formats.

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