

St Albans Council Boosts Festivity with Transport Media

Thursday 21 November, 2013

St Albans Council has appointed Transport Media to coordinate an outdoor marketing strategy promoting this year's Christmas Market, which is in place from the 28th November to the 21st December at St Albans Cathedral. The activity kicks off on the 25th November, with 4-weeks [bus rear advertising](#) and [single-decker streetliner adverts](#) on Watford buses and on St Albans 'Uno' university routes.

St Albans Cathedral features in a snowflake-clad background, with the 'St Albans Christmas Market' title in glowing white lettering. The market dates and opening times are presented beneath, with the experience described as "a magical new German-inspired Christmas market in the grounds of St Albans Cathedral". A St Albans council is included in the design, accompanied by the St Albans visitor website.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "Bus advertising will showcase St Albans Christmas Market across the city of St Albans and also through the neighbouring town of Watford, drawing attention from local and surrounding residents. By featuring on buses, the campaign will gain greater exposure thanks to the wide coverage of the combined routes."

Media:



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