Transport Media and Best Solicitors Create Easier Journeys in Sheffield

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A Sheffield-based solicitors firm has appointed Fresh Air Media and Transport Media – one of Media Agency Group's outdoor divisions, to coordinate a 12 week taxi campaign in their home city.

Best Solicitors are using the taxi superside format to promote the law firm and its services throughout Sheffield. Launching mid July, the stylish black and gold campaign will blend seamlessly onto the city's black cabs, using clear branding to promote Best Solicitors as, "Your Partner in Law".

Interior advertising is also being used, with tip seats and receipt pads developing the campaign by providing further information. Using the strapline "Life's a journey… We make it easier", the tip seat design lists the services that Best Solicitors provide. Receipt pads act as a take home reminder of the campaign, offering 20% off selected services.

Detailed contact information is provided to aid passengers in their enquiries.

An ideal way to promote a business or project a message to a target city, taxi advertising offers a high-impact approach to effective marketing.

Reinforcing the campaign with interior advertising ensures reach to an even wider demographic by targeting passengers as well as pedestrians and fellow road users.

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

"The use of taxi advertising is a fantastic way for Best Solicitors to drive brand awareness and help project the firm throughout Sheffield and beyond. As a mobile advertising format, advertising on taxis allows huge reach to valuable audiences who will be drawn in by this attractive campaign."

Media:



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Taxi Superside :: Advertising ::
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Transport Media

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.transportmedia.co.uk/

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