Transport Media and Oxfordshire Sports Partnership encourages Oxfordshire to GO Active

Monday 28 April, 2014

Oxfordshire locals are being encouraged to get healthy with a bus advertising campaign from Oxfordshire Sports Partnership and Transport Media.

Bus streetliner and headliner adverts will be displayed on buses throughout Oxford from April 28th, in a four week campaign to promote the “GO Active Get Healthy” project from the Oxfordshire Sports Partnership.

GO Active Get Healthy is a project that aims to help inactive people in Oxfordshire to do more physical activity and exercise, getting more activity into their everyday lives. The campaign highlights the benefits of joining GO Active Get Healthy, including the opportunity to “enjoy accessible, affordable and fun activities all over Oxfordshire”.

Using the mobile advertising format of buses, the campaign’s message can effectively reach a vast audience throughout the whole of the region; targeting locals of all ages whether passengers, motorists or pedestrians.
The GO Active logo is clearly displayed to create consistency throughout the campaign, with a website address, contact number and social icons included to encourage people to find out more.

Lee Dentith, CEO of Transport Media’s parent company, Media Agency Group said:
“Bus advertising is a great way to be visible to valuable ABC1 consumers – reaching people in a targeted area and beyond. Over 90% of the UK population live within 5 minutes of a bus route, meaning the GO Active project can effectively encourage people to get involved.”

Media:



Related Sectors:

Health :: Leisure & Hobbies ::

Related Keywords:

Bus Advertising :: Streetliner :: Headliner :: Advertising :: Oxford :: GO Active ::

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Transport Media

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

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