Transport Media and Reed in Partnership offer Teenagers The Summer of a Lifetime

Friday 9 May, 2014

Reed in Partnership and Transport Media are working together to launch a regional bus campaign to highlight NCS East – one branch of the National Citizen Service for young people across the UK.

From May 12th the campaign will feature on the advertising formats of bus streetliners and headliners across Essex, Cambridgeshire, Hertfordshire and Suffolk.

Displaying the adverts for 4 weeks, the bus adverts use the straplines “Summer of a Lifetime” and “It all starts at yes” to encourage local young people to sign up for the two week scheme.

The bright, enticing designs feature images of people taking part in NCS activity and call on 16 and 17 year olds to “create unforgettable memories with NCS”. A website address is featured to encourage people to find out more, with the NCS logo included to develop brand awareness.

Using both interior and exterior bus advertising enables the NCS East campaign to reach passengers, pedestrians and motorists. As a mode of transport frequently used by young people, bus advertising creates the perfect format for Reed in Partnership and NCS to target its key, influential demographic.

The East division of NCS offers once-in-a-lifetime opportunities for 16 and 17 year olds to help build skills for both work and life. Participants can enjoy a range of outdoor activities as well as being given the opportunity to create a project and bring it to life in their local area.

Lee Dentith, CEO of Transport Media’s parent company Media Agency Group, said:
“The National Citizen Service is a great initiative, and one that we are pleased to be promoting throughout the East of England. Advertising on buses is a high-impact format to accurately target key geographical areas, meaning effective exposure to young people wanting to do something different this summer.”

Media:



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Related Keywords:

NCS :: Bus Advertising :: Streetliner :: Headliner :: Advertising :: Advertising On Buses ::

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