Transport Media bring Jewellery Emporium Lila's to London

Monday 31 March, 2014

Transport Media are working with design consultancy Studio Norse to promote London-based jewellery emporium, Lila's.

A four week bus rear advertising campaign will commence on buses across Croydon from March 31st.

The striking campaign replaces letters with jewellery – advertising Lila's products and encouraging audiences to visit the Lordship Lane store.

The campaign oozes sophistication, with its gold lettering and sleek design aimed to capture the attention of motorists, pedestrians and passengers throughout Croydon.

The design also features the company's web address to direct audiences to discover more about Lila as a brand, and shop online once at home.

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

"Bus rear advertising is an effective way to reach key, captive audiences across a targeted area. This bold campaign ensures that Lila's message is read and absorbed, which will in turn help the brand go from strength to strength."

Media:

Related Sectors:

Retail & Fashion :: Women & Beauty ::

Related Keywords:

Bus Rear :: Bus Back :: Advertising :: Bus Advertising :: London ::

Scan Me:

Company Contact:

_

Transport Media

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

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.transportmedia.pressat.co.uk