

Transport Media Brings Casualty First to London

Monday 10 March, 2014

Private care centre Casualty First has enlisted [Transport Media](#) to launch a campaign promoting their medical services in London.

[Superside advertising](#) will be displayed across buses in the St John's Wood area from March the 10th, as part of a two week promotion to highlight the centre's walk-in centre.

Offering locals the chance to 'avoid NHS queues', the striking advert clearly displays its location at the hospital of St John & St Elizabeth. Complete with address and website, the informative campaign will target audiences from St John's Wood, encouraging them to visit Casualty First for their medical needs.

Casualty First is open 7 days a week for walk in urgent care and offers easy access to experienced A&E doctors.

CEO Lee Dentith, of Transport Media's parent company Media Agency Group, said:
"We are pleased to be promoting Casualty First through the use of highly effective bus superside advertising. This format will allow Casualty First's message to reach right throughout their targeted area, demanding attention from pedestrians on the high street and whilst on the move."

Media:



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