Transport Media Brings the Therapy of Swearing to London

Thursday 17 April, 2014

Transport Media and Hay House have teamed up on the London Underground to promote the infamous ‘F’ it books by John C. Parkin.

Featuring on 1000 tube car panel adverts on London’s Underground carriages, the campaign will run for two weeks from the 21st April 2014.

Hay House - the world’s leading mind, body and spirit publisher have chosen Transport Media to promote the author who has written three best-selling books exploring the therapeutic power of swearing. He has sold more than 400,000 books in 22 languages around the world.

Tube car panels are positioned along the internal walls of the tube carriage and above standing height. With the average travel time of commuters and passengers on the tube at around 21 minutes, tube car panels are the perfect media format for engaging an urban audience on London’s underground.

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

“Driving this campaign on the London Underground will demand attention from a massive audience and we are pleased to be delivering this campaign which is sure to encourage engagement with John and his renowned collection of publications.”

Media:



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