Transport Media Drives Nu Skin to Miss Liverpool 2014

Tuesday 22 April, 2014

Skin care specialists Nu Skin are proudly displaying their support of Miss Liverpool 2014 by launching a six week taxi campaign in the city.

Partnering with Transport Media, Nu Skin is using the mobile advertising format of taxi supersides to highlight that they are the “proud sponsor of Miss Liverpool 2014.”

Launching on April 21st, the sleek and simple designs reflect Nu Skin’s provision of quality skin care and anti-aging products, with the company branding, logo and strapline of “the difference demonstrated” clearly displayed to increase brand awareness.

The Nu Skin website address is also featured; acting as a call to action to encourage consumers to discover more about their provision of using unique science to create quality skin care and nutrition products.

Corresponding tip seats and receipt pads are also being provided by Transport Media to target consumers inside the cab and reinforce Nu Skin’s message.

This year’s Miss Liverpool will be held at The Olympia on Friday 2nd May, with Nu Skin as official sponsors.

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

“Taxi advertising on the interior and exterior of Liverpool’s black cabs will help to create a real presence for Nu Skin around the city and bring the brand to the attention of a vast audience during the prestigious Miss Liverpool event.”

Media:



Related Sectors:

Health :: Women & Beauty ::

Related Keywords:

Taxi :: Advertising :: Supersides :: Taxi Advertising :: Liverpool :: Campaign ::

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