

Transport Media helps Starfish School of Swimming make a splash in Manchester

Tuesday 27 May, 2014

[Transport Media](#) is helping a Manchester-based swimming school to reach out to parents in Rochdale and Oldham.

Starfish School of Swimming is using the [bus rear format](#) to promote its provision of professional swimming lessons for children. The school will feature on buses throughout the city from May 26th in a four week campaign.

Highlighting the company's vast experience and their specialism of teaching children with disabilities and additional needs, the localised campaign uses colour and image to create a fun, engaging and informative message.

The campaign targets the area's parents by featuring the strapline "Let your kids make a splash!", and encouraging audiences to use the contact information provided to discuss their child's needs.

Bus rear advertising allows local companies to target location-specific audiences, with the capacity to reach both pedestrians and road users.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said:
"Starfish School of Swimming has a unique quality, and by advertising on bus rears the campaign will be able to generate response from their target audience who have been exposed to the advert on a high-frequency basis."

Media:



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Related Keywords:

Bus Rear :: Bus Back :: Rears :: Advertising :: Manchester :: Outdoor ::

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