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:



Related Sectors:

Children & Teenagers :: Leisure & Hobbies ::

Related Keywords:

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

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