Transport Media keeps Essex guessing by promoting secret festival

Friday 6 February, 2015

Transport Media is launching a new bus rear advertising campaign to promote a secret summer music festival in Essex, the whereabouts of which are yet to be revealed. Commencing on 9 February, a total of 18 advertisements will feature on buses from three different depots across the county to drum up excitement for the event and to keep the public guessing which Essex festival is being referred to.

The bright-coloured and eye-catching advertisement features a selection of the acts that will be performing at the mystery festival, including Basement Jaxx and Example, as well as a link to www.secretfestivalessex.com where the public have the chance to win tickets for the event.

Bus rear advertising is a fantastic, cost-effective way to reach motorists, pedestrians and passengers on a local level, with buses offering high dwell time when stationary at bus stops or in traffic. It also offers unique one-to-one communication with those drivers travelling directly behind the bus in transit.

'Secret Festival Essex' will take place during summer 2015 at an existing festival in the county. The public are encouraged to visit the festival's website and submit their best guesses as to the location of the fantastic live music event in order to stand a chance of winning two VIP tickets to the festival as well as a £100 bar tab.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: *"Transport Media is delighted to be involved in this campaign which is a little bit different from the usual given the mystery surrounding the event. Bus rear advertising is a great way to advertise at a local level so I'm sure the public will be both excited and intrigued by the new campaign's presence."*

Media:



Related Sectors:

Entertainment & Arts :: Media & Marketing ::

Related Keywords:

Transport Media :: Bus Advertising :: Bus Rear Advertisements :: Essex :: Music :: Festivals :: SecretFestivalEssex :: Advertising 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