Transport Media launches localised ad campaign for Essex-based College

Monday 7 July, 2014

Essex-based Havering Adult College has partnered with Transport Media – one of Media Agency Group's specialised outdoor divisions, to launch a localised bus campaign advertising its range of part time courses.

Featuring as bus rear advertising on buses throughout Romford, an eight week campaign will commence on July 11th and will be reinforced with more advertising from July 25th.

The campaign promotes Havering Adult College's daytime and evening courses and encourages interested audiences to enrol. An image of current students is also included to reiterate the college's adult target market.

Contact details and social icons are featured as a call to action. Targeted at audiences on the move, the eye-catching creative highlights the college's web address as an easy means for prospective students to discover more.

Bus rear advertising enables Havering Adult College to effectively reach audiences right throughout their targeted area of Romford and into Essex. Seen by pedestrians, fellow road users and passengers, bus back advertising is a direct form of advertising that is displayed in front of valuable ABC1 consumers.

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

"Bus rear advertising is an ideal format for brands to create a localised campaign that delivers a message to the people who matters, where it matters. With 30 million people seeing bus advertising in the UK in a single week alone, it's a highly visible format that will help drive interest in Havering Adult College; boosting awareness, interest and ultimately enrolment figures."

Media:



Related Sectors:

Education & Human Resources ::

Related Keywords:

Bus :: Bus Back :: Bus Rear :: Havering :: London :: Advertising ::

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