Transport Media Launches Rail Ad Campaign with Rainforest Foundation UK

Thursday 30 April, 2015

A new transport advertising campaign is set to be launched by **Transport Media**, promoting the work of Rainforest Foundation UK and highlighting its new SMS campaign, which informs the public of the harmful effect of palm oil. The campaign is being implemented on the frequently-used London Overground network, with over 200 rail panel advertisements on show to commuters, tourists and residents travelling on several of the network's busy lines.

The exciting new ad campaign features two different creatives produced by 999 Design, each focusing on every day products that contain 'the hidden destroyer' that is palm oil. The public are encouraged to text 'LIP' or 'CHOC,' depending on which creative they see, to 70300 in order to receive a free palm oil guide. The ads are stylishly-designed, using vivid colours as well as striking, eye-catching images which are sure to attract the attention of Overground passengers. Rail panel advertising is a great way to allow your brand to stand out throughout the duration of a train journey - elevated above standing height in often jam-packed carriages, these ads offer campaigns maximum coverage, infiltrating dense urban areas with high dwell-time, and gaining widespread attention for a brand's creative.

Rainforest Foundation UK's work is vital to the future of the world's rainforests. By defending indigenous and forest people's rights they are able to save homes, habitats and species for future generations. The world's rainforests are under increasing pressure from agro-industrial expansion, extractive activities, infrastructure development and industrial logging. This latest campaign draws attention to the harmful effects of palm oil, which is found in every day products including toiletries, cosmetics and snacks. Due to the climate requirements of the plant, plantations are often established at the expense of rainforests.

Managing Director of Transport Media's parent company Media Agency Group, John Kehoe, said: "*Transport Media is proud to be contributing to the fantastic cause that is Rainforest Foundation UK, with a new advertising campaign on the London Overground network. It's always a pleasure to work with clients who are committed to making a positive change to the planet, and this latest campaign is spreading an important message about the harmful effect of palm oil on the world's rainforests.*"

Media:





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