

Transport Media promote Warwickshire Wedding

Thursday 5 February, 2015

[Transport Media](#) is proud to be teaming up with Warwickshire County Council to launch a new eight week campaign promoting the council's online wedding information website. Launching on 9 February, 20 bus rear advertisements will adorn Travel de Courcey vehicles, ensuring maximum exposure on the streets of Warwickshire.

The bus rear advertisement features charming, wedding-themed illustrations with a hand-written heading of 'Tying the knot?' encouraging residents to visit www.warwickshire.gov.uk/weddings for all their Warwickshire wedding needs. Bus rear advertising is a fantastic way to reach potential customers on a local level, with buses offering high dwell time when stationary at bus stops or in traffic, interacting with drivers in a captive environment.

Warwickshire County Council's Warwickshire Direct website provides a wealth of information for couples looking to tie the knot in the region, from details of venues and vow renewals to marriage and civil partnership planning.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "We're very pleased to have coordinated this campaign with Warwickshire County Council. The bus rear advertisements will have a real impact on the streets of Warwickshire so I'm sure that we'll see some really positive results."

Media:



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