

Transport Media Promotes Baumatic and New Hit Hollywood Film Home

Thursday 2 April, 2015

Transport Media has launched a new advertising campaign in the South East, with a range of bus rear ads and streetliner adverts promoting kitchen appliance brand **Baumatic**. The campaign highlights Baumatic's partnership with new hit Dreamworks movie, **Home**, by using characters from the film to show how the company is 'making your house a home,' as well as promoting the fantastic online competition that Baumatic are currently running. Having launched on 23 March, bus ads are travelling the streets of the South East for four weeks.

The colourful ad campaign began just before the release of the animated film, and is set to appeal to families planning a visit to the cinema to see the movie during their children's Easter holidays. By including images of Baumatic's top-of-the-range ovens, range cookers and iconic fridge freezers, as well as details of a competition to win a waterpark adventure holiday to Italy, this campaign will be appealing to children and parents alike, giving the brand a strong presence over the next month. Launching a targeted advertising campaign in a busy region with bus rear and streetliner ads is a fantastic way to gain high exposure of a company or product, with buses taking a brand's message mobile around busy residential and shopping areas.

Baumatic is a pioneer in kitchen appliance design, offering new aesthetic concepts that are functional and beautiful to help decorate and individualise any style of kitchen. By teaming up with *Home*, the company is set to take advantage of a film which will undoubtedly be a huge hit in the UK, with a cast including Rihanna, Jennifer Lopez, Jim Parsons and Steve Martin.

Managing Director of Transport Media's parent company Media Agency Group, John Kehoe, said: "We're really pleased to have put together this exciting transport advertising campaign for Baumatic. The ads are extremely relevant thanks to the addition of characters from the new 'Home' animated film, which will really make the bus adverts stand out on the city's streets. We're really positive that this campaign will see some great results."

Media:



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Home :: Dreamworks :: Transport
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Advertising :: Home The Movie ::
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