

Transport Media Promotes Northampton Concerts with Advan Advertising

Monday 16 February, 2015

[Transport Media](#) is launching a new Advan advertising campaign to promote the annual 'Alive@Delapre' live outdoor music event at Northampton's Delapre Park. Commencing on 20 February an Advan advertisement will hit the streets of Northampton for three days, before returning for a full week the following month.

The Advan advertisement features stylish shots of the two acts who have been announced to perform at the July concert: pop superstar Jessie J and tenor Alfie Boe. [Advertising on mobile vehicles](#) with Advans is a fantastic, cost-effective way to promote such an event, by taking the advert mobile and allowing maximum exposure on the streets of Northampton.

Alive@Delapre is now in its third year and has previously seen top acts such as Simple Minds, Boyzone and James Morrison perform to crowds of thousands in Northampton's beautiful and historic Delapre Park in the past two events. Spanning the full weekend of 17-19 July, a currently-secret Friday performer will be announced shortly, while Jessie J and Alfie Boe will take to the stage on Saturday and Sunday respectively.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "We're delighted to be launching this excellent Advan campaign to drum up excitement for this year's Alive@Delapre concerts. Choosing to advertise on mobile vehicles with Advans is a fantastic way to get your adverts seen in highly populated and busy areas. The adverts will have a real impact on the streets of Northampton and I'm sure we'll see an increase in ticket sales as a result."

Media:



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