

Transport Media Promotes Northumbria's 'Living Water'

Wednesday 25 February, 2015

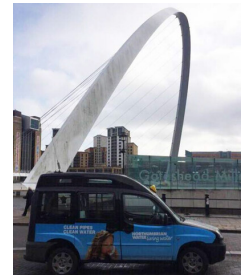
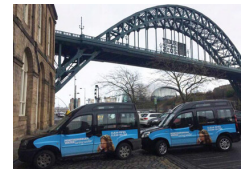
Transport Media has launched a new 12 month advertising campaign with Northumbrian Water to inform customers about a huge improvement scheme to their water supply. 18 taxis feature superside advertisements, promoting the work that the water company is carrying out and strengthening their brand presence on the streets of Newcastle upon Tyne.

The advertisements are sure to stand out on the streets of Newcastle, with the bright, light blue coloured supersides reflecting the clean and pure qualities of Northumbrian Water. Taxi supersides provide a maximum impact advertising opportunity and are a cost-effective way to reach a vast audience with key messages.

Northumbrian Water is currently investing £66 million to improve water quality for one million customers in Gateshead, Newcastle, Northumberland and North Tyneside. The scheme involves cleaning 218 kilometres of large diameter water pipes, many of which are located under busy routes into the city centre.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "[Transport Media](#) is very happy to have coordinated this taxi superside campaign with Northumbrian Water. It's fantastic for us to be involved with a company that do such important work in the North East and who are investing in the quality of water for generations to come."

Media:



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Transport Media

T. 08451637907

E. lauras@mediaagencygroup.com

W. <http://www.transportmedia.co.uk/>

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