

Transport Media pumps Invigor8 into the Wirral

Wednesday 9 October, 2013

Wirral Council are utilising the services of Transport Media to showcase their Invigor8 leisure centres and fitness memberships, with a [bus rear advertising](#) campaign launching on the 14th October. The initiative will be on display for 4 weeks, promoting exercise throughout the 9 facilities in the Wirral area.

A trio of creatives have been designed to attract clientele to become an Invigor8 member, with each presenting the image of a gym user accompanied by slogans like “my gym has a swimming pool” and “my gym has a choice of classes”. Larger statements dominate these quotes in order to reflect that Invigor8 offers superior services such as “mine has nine pools at seven sites” and “mine offers over 280 classes a week”. The ‘more than just your average sports membership’ strapline is printed below, accompanied by a web address and brand logos.

Invigor8 allows the community to gain access to its 9 leisure centres, also offering various money-saving membership options, with additional benefits for students, juniors, seniors and businesses. Membership entitles holders to full reign of public leisure facilities, including swimming, gym access and equipment hire. Featuring on bus rears will directly position Invigor8 at the forefront of its target audiences, providing exposure across road users and pedestrians of all ages.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: “Bus rear advertising will grant Wirral Council the chance to access various local communities on a high-frequency basis, accessible to everyone from school children through to business professionals driving behind the vehicle.”

Media:



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