

Tyres On The Drive Roll Out Billboard Campaign with Out Of Home International

Monday 7 April, 2014

Online tyre retailer – Tyres On The Drive.com - has enlisted [Out Of Home International](#) to help promote its services with a series of billboard advertising.

[6 sheet adverts](#) will be strategically placed at forecourts across Yorkshire and the North West from April 7th. The two week campaign has been launched to inform motorists of the company's easy and professional tyre purchasing and fitting facilities.

The ad highlights the convenience and cost savings that mobile tyre fitting brings to customers over and above that offered by the traditional garage experience; appealing to consumers by advertising their price promise of being "up to 40% cheaper than the high street."

Voted number 1 for superior service by Trust Pilot, Tyres On The Drive's campaign effectively targets a busy modern day audience by offering to fit their service around consumers' home and work schedules. The company are aiming to change the traditional purchasing model and to improve the service given to consumers by the industry. They have already been recognised for their efforts by receiving a number of awards, including; Everline Future 50 Business, Northern Tech Rising Stars and The Hugh Sheriff's Award for Innovation (Cheshire and Warrington).

A free phone number is clearly displayed at the bottom of the creative as another contact option for consumers to receive more information.

Lee Dentith, CEO of Out Of Home International's parent company Media Agency Group, said:

"By placing Tyres On The Drive.com around garage forecourts, the company will effectively tap into their target market at a time when their services are most applicable. 6 sheet billboards are a great advertising media to position around multiple locations and communicate a message to key audiences."

Media:



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6 Sheet :: 6 Sheet Ads ::
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