X1 Lettings Helps House Students with Transport Media

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Letting agents X1 Lettings have partnered with Transport Media to promote their student accommodation services across Liverpool.

A four week bus streetliner campaign will launch on April 14th – promoting the company to the city's students.

With students looking for new accommodation as the end of the academic year approaches, these bright and bold ads demand attention from drivers, commuters and pedestrians alike.

Simple and effective, X1 Lettings' contact information is clearly displayed to encourage students to book a property viewing with the company.

In a range of attractive colours, the creative will effectively target X1 Lettings' key student audience – an audience who are extremely exposed to the city's public transport.

Liverpool and Manchester-based X1 Lettings offers residential and student accommodation to the cities' residents. With expert knowledge on both areas, they are proud to offer high levels of service to both tenants and landlords.

Lee Dentith, CEO of Transport Media's parent company Media Agency Group, said:

"Streetliner adverts work as a mobile community notice board, which will enable X1 Lettings to really communicate with their student audience. With just an average two week campaign having the ability to target 79% of audiences, this is a great advertising media to spread the company's message and ensure vast reach to the student population."

Media:

Related Sectors:

Construction & Property :: Home & Garden ::

Related Keywords:

Bus :: Streetliner :: Advertising :: Bus Adverts :: Transport :: Outdoor ::

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