YPlan App Targets London Overground Passengers with New Campaign

Tuesday 25 August, 2015

Transport Media is pleased to unveil one of its latest advertising campaigns, working alongside innovative event planning mobile app YPlan. The high exposure and strategically-targeted campaign sees rail panel display advertisements target commuters, residents and tourists on the busy London Overground network.

The adverts showcase the app's current promotion which gives users in London £7 "to discover and book the best events in London," whilst encouraging Overground passengers to give their sofa the night off and live their city. The eye-catching advertisements have a strong presence inside the busy train carriages, as they act as a welcome distraction for passengers during their journey. Advertising on interior train panels is a fantastic way to reach a captive audience, with an average London Overground journey time of 13 minutes giving passengers enough time to fully connect with an advertisement and read its message.

The YPlan booking and event app connects residents and visitors in major cities with the best events each day, giving people the chance to discover everything from places to go on dates, the city's hidden cultural spots and where to socialise with friends. The app also allows users to book tickets straight from their smartphone, with their YPlan ticket then enough to gain entry into their chosen event.

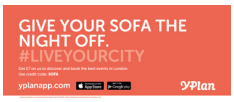
Marketing Director of YPlan, Ian Macleod, said:

> "YPlan is providing Londoners and visitors to the capital with an exciting new way to discover the latest events going on in the city. We wanted to ensure we are communicating our #liveyourcity message to as many people as possible. We decided to target our advertisements to passengers on the busy London Overground network, and Transport Media has delivered a campaign which we're all delighted with."

Managing Director of Transport Media's parent company Media Agency Group, John Kehoe, said:

> "Transport Media is pleased to be working alongside the brilliant YPlan app to help to encourage those in London to explore their city. We've secured advertising space on some major London Overground lines that will guarantee high exposure of the campaign, which I'm sure will yield some positive results for YPlan. We look forward to working together again in the near future."

Media:



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