

Cheltenham Festival Package 2013



Cheltenham Festival

12th – 15th March 2013



Mobile Media can provide truly memorable and innovative outdoor displays around the Cheltenham Festival to reach the spectators at this prestigious event.

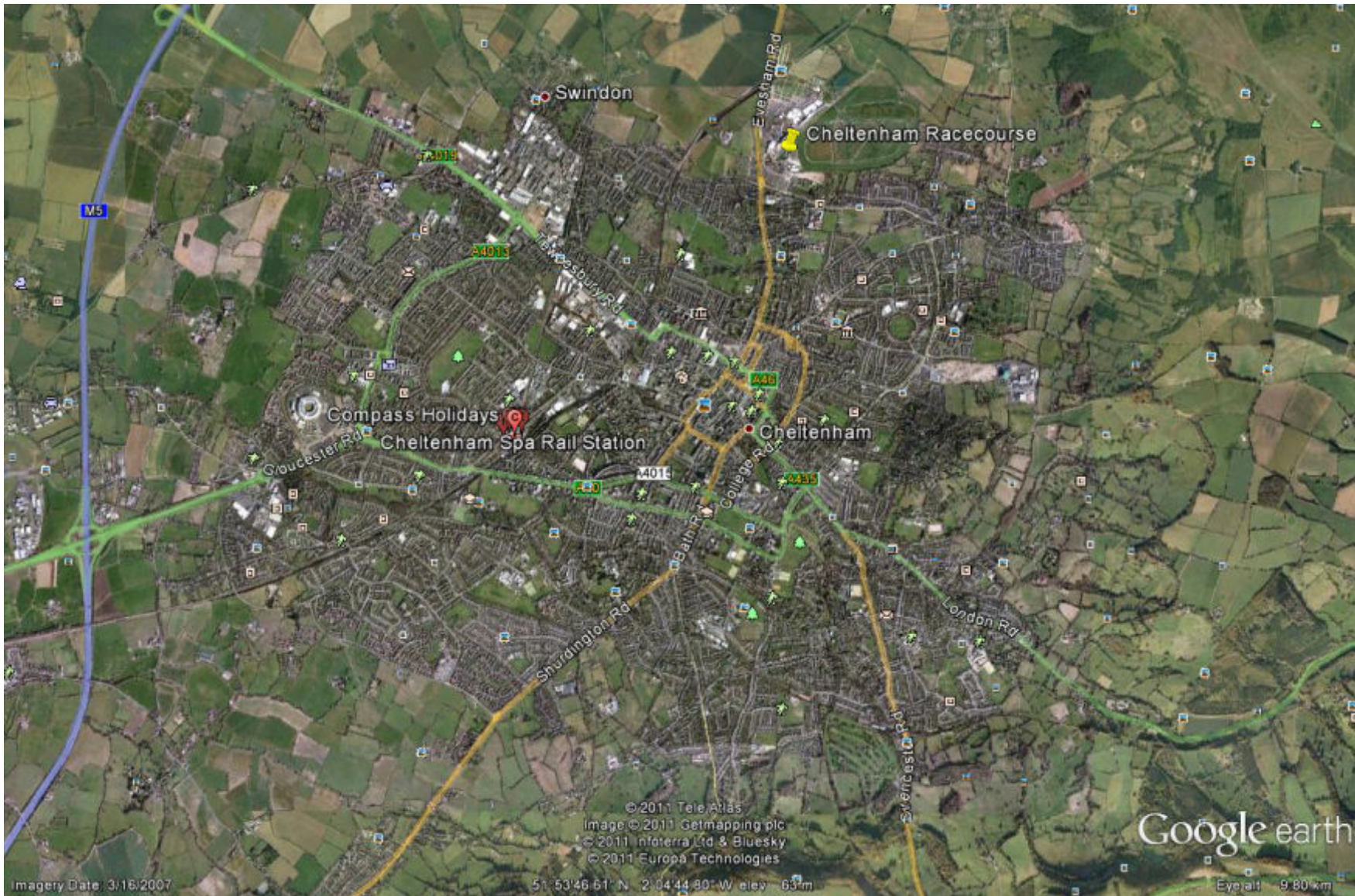
We would recommend employing the below formats for the duration of the event

- 2 – 4 x Advans
- 1 x Digivans
- 4 x Pedicabs

Cheltenham Festival Package – maps of target areas



mobile media



Advans and Digivans

We have a wealth of experience at targeting large racing events, including Cheltenham. There are many suitable parking spots close to the main event where we can successfully deploy the mobile vehicles, which deliver unrivalled and highly visible sites on high volume traffic routes. The vehicles will patrol and park strategically on the major routes and approaches to the racecourse, these will include the main approaches from London and the M5 junctions and the A roads around the racecourse as well as the immediate area around the racecourse including the High Street and approaches to the official Cheltenham Racecourse car parks.

Digivan can cover the above but it can also be used to interact with race goers, if we park the digivan along the route from the station to the race course people can stop and get involved in for example playing racing games on a games console using the big digital screen.

Coral Campaign at Cheltenham 2012



The Sportsman Campaign at Cheltenham



Digivans can play video and sound making them unmissable in the crowds



Standard Life Campaign at Cheltenham Festival



Standard Life really got noticed using our Digivans during the 2011 Festival



Pedicabs

The pedicabs would concentrate on the route from the mainline train station, which is about 2 miles from the racecourse entrance. The riders would give sponsored rides to the race-goers – something that is always much appreciated by the audience, especially the ladies who often wear high heels and are keen to take advantage of the free ride. Pedicab riders can wear the client's clothing for enhancement of the brand, they can also distribute leaflets.



Pedicab campaign sponsored by Betfair
was extremely well received with the spectators



Pedicab campaign for Linden Homes at Ascot



Leaders in Mobile Outdoor Advertising



Advans - Backlit Advans - Pedicabs - Digital Advans & Adbikes - Adbikes
96 Sheet Advans - Aerial Blimps - Flagwalkers - Bluetooth - Adbikes with Flags

Tactical - Targeted - Immediate - Responsive

Our fleet also offers Bluetooth technology

