

Santander Formula 1 British Grand Prix Package



Mobile Media coverage of the F1 British Grand Prix at Silverstone 6th - 8th July 2012

Estimated 350,000 fans to attend in 3 days



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mobile media

Campaign Details

6 Advans – 3 Digital Advans

Vehicles driven in convoys and strategically parked between the hours of 7am – 10pm

Campaign coverage 3 days Friday 6th – Sunday 8th July 2012

All road routes and approaches, including arrivals by

coach, bus and rail

Camp sites and Park & Ride



Campaign Route



We have vast experience of targeting Silverstone; there are many suitable parking spots close to the circuit where we can successfully deploy our mobile fleet to deliver unrivalled and highly visible sites on high volume traffic routes.

All vehicles will patrol and park strategically on the major routes and approaches to Silverstone, see map.

This will include the main approach from the M1 and M40, also transport links by coach, bus, rail and air. All park and ride facilities to the track will be covered.

With limited static poster sites available Mobile Media is the perfect way to reach this target audience, we provide high quality sites with the ultimate flexibility to deliver your campaign for this **massive** event.



Directional Poster Displays



mobile media

Strategic positioning of our mobile fleet ensures your campaign is unmissable at the Grand Prix



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Digivans play static or moving / animated images
and are equipped with sound as standard



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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

