

# Henley Royal Regatta Package 2012



Mobile Media can provide truly memorable displays around Henley to reach the spectators at this prestigious event.

Reaching an estimated 50,000 - 70,000 spectators over 5 days.

Mobile poster displays will be positioned at the mainline station, in the town centre of Henley all road links to the event.



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## Campaign Details

4 Advans – 2 Digital Advans

Vehicles driven in convoys and strategically parked between the hours of 8am – 10pm.

Campaign coverage 5 days

27<sup>th</sup> June – 1<sup>st</sup> July 2012

All road routes and approaches, including arrivals by

Coach, Bus, Rail

Park & Ride



## How we deliver the campaign



We have vast experience of targeting Henley and there are many suitable parking spots close to the main event where we can successfully deploy the mobile fleet which delivers unrivalled and highly visible sites on high volume traffic routes.

All vehicles will patrol and park strategically on the major routes and approaches to Henley and Henley town centre.

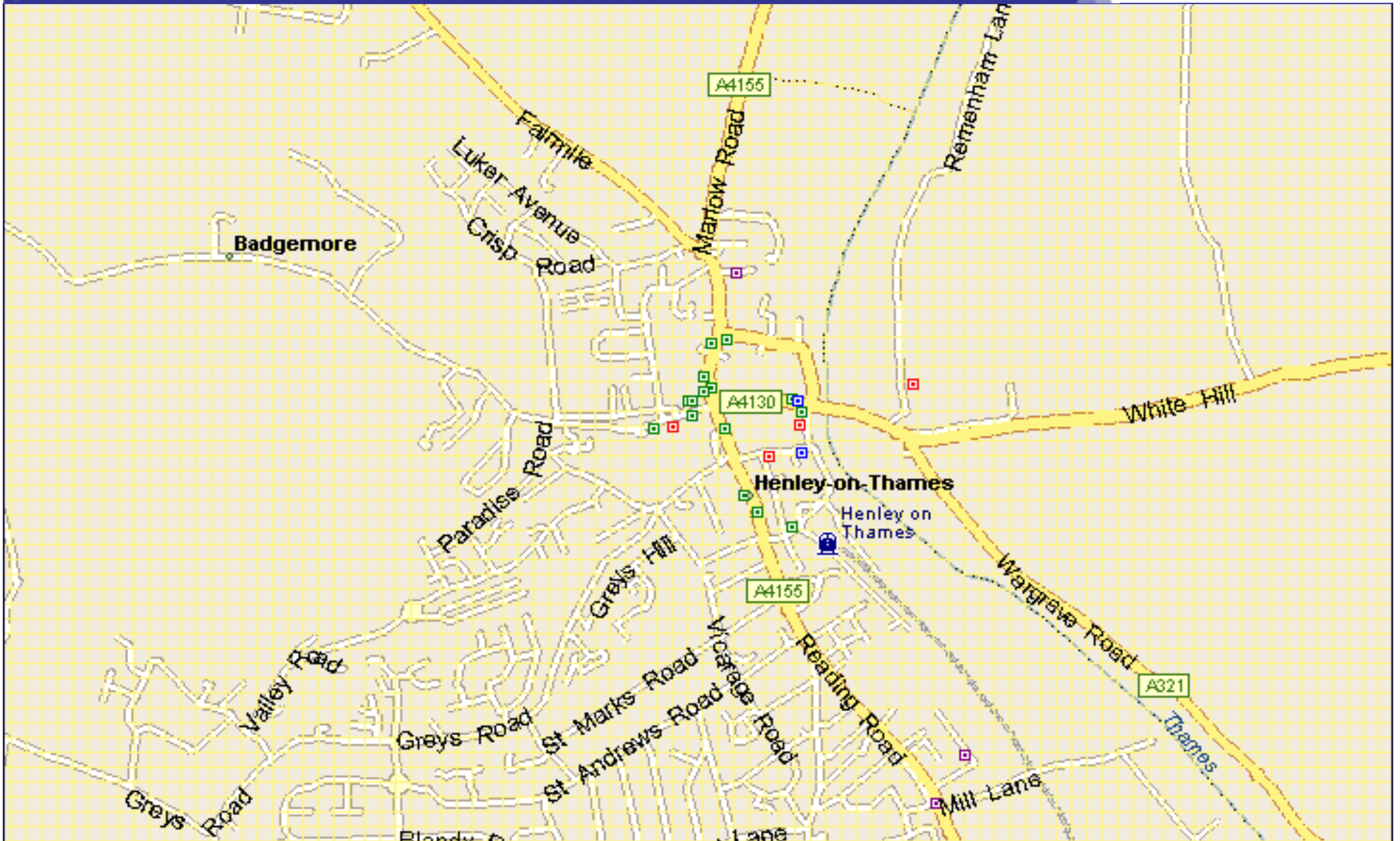
This will include the main approaches to Henley from the A4130, A4155, A321 also mainline rail link. All park and ride facilities to the course will be covered.

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 to the estimated 50 - 70,000 spectators (actual figures are difficult to provide as Henley is not a ticketed event). Each day last year between 5,000 - 20,000 spectators walked the tow paths each day.

# Advans will patrol in proximity to the main event



# Area of coverage A4155, A321, A1130, A4130



# Mobile Media Perfect for Event Coverage



mobile media

Cheltenham Festival - Betfair



British Grand Prix - Santander



World Superbikes - Tissot



World Rally Championships - Citroen



# Digivan campaigns



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For availability information and costs please contact  
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The Advan fleet also offers Bluetooth technology

