

**JUNE 2021**  
HIGHER EDUCATION  
MARKETING CONFERENCE

# UNUSUAL MEDIA

**Looking for something a little more...unusual?**

Stand out from the crowd with our selection of unique media products guaranteed to get your brand noticed.

**FORWARD & THINKING**



FORWARD & THINKING



## 01. CINEMA ADVERTISING

Place your ad on the big screen in front of **key audiences** at the best time possible, when people are out enjoying themselves. Film indexing allows you to reduce wastage and target your audience in their **favourite cinema**.

## 02. STATION TAKEOVER

A railway domination is the perfect way to saturate your key audience with your **brand message** in an impactful way, flooding the entire station with your creative.

Your ad will sit in **key locations focusing on platform and interchange areas**. Available formats include 6 Sheets, ceiling banners, D6's, FAME Shop Front Wrap, Roundels & Floor Graphics, elevator wraps and much more! This really is an option to build a bespoke campaign.

## 03. TICKET GATEWAYS

Target commuters as they enter and/or exit Railway Stations across the UK with the unmissable and highly accountable 'Ticket Gateways'.

According to a recent Network Rail report, almost one third of all journeys are made by commuters on their way to and from work or on business trips. Other rail users might be on their way to university, going on holiday or pursuing leisure and shopping activities. With **60% of rail commuters** using the same station on a weekly basis, increasing brand reinforcement to your target audience.

## FORWARD & THINKING



02. STATION TAKEOVER



**“60% OF RAIL COMMUTERS  
USE THE SAME STATION ON  
A WEEKLY BASIS”**

T4MEDIA.CO.UK



FORWARD & THINKING

## 04. STREET ART

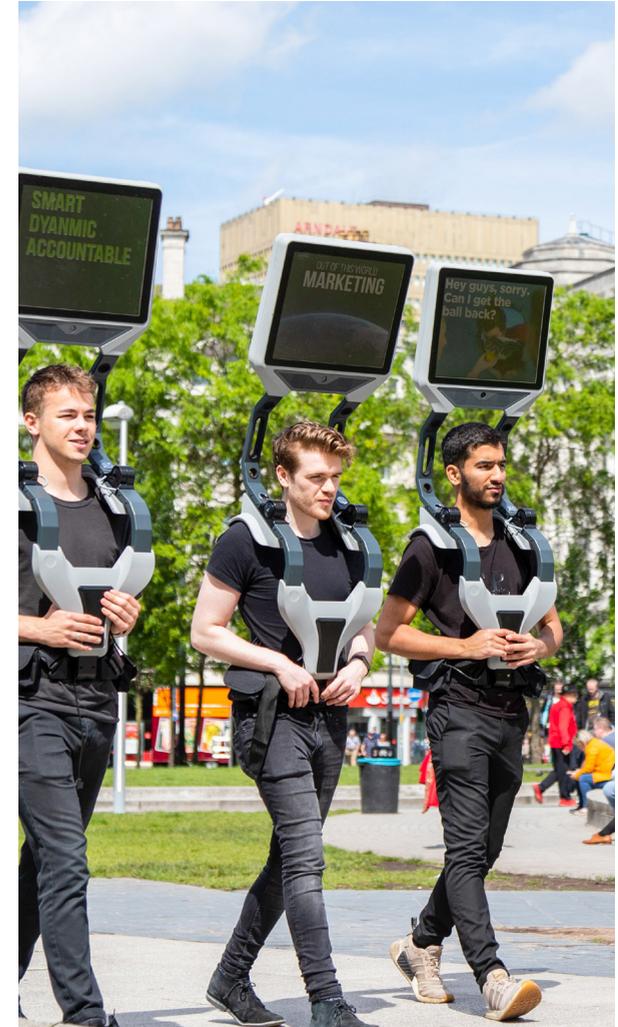
Create a buzz and **dominate high footfall streets** with something a little different to traditional media.

## 05. IVANS & IWALKERS

Be in the right place at the right time. Ivans and Iwalkers move with the audience to capture **maximum brand exposure**.

Facial detection enables accurate and accountable analytics of those viewing your message.

FORWARD & THINKING



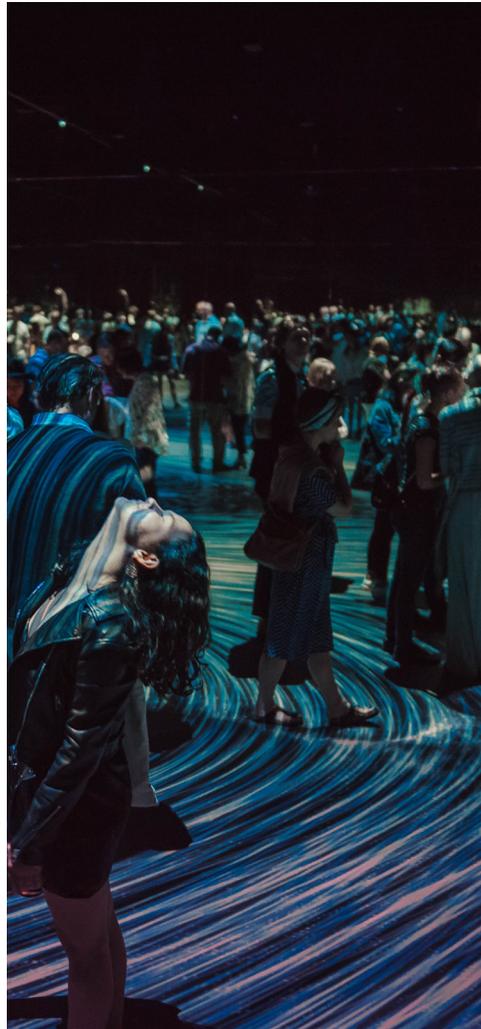


## 06. CHANNEL 4 PREMIER BREAKS

Have a new ad or creative? Channel 4 Premier Breaks are ideal for pushing your new advertisement to the multitudes. Aired nationally, your ad will be shown during one of the most popular Channel 4 show's breaks.



FORWARD & THINKING



## 07. PROJECTIONS

Create an **immersive visual experience** by transforming a building and **amplifying your message** to onlookers. A new and exciting technique that radically alters the character of an environment.

## 08. TAXI MEDIA

Ideal to reach urban audiences. Each taxi travels hundreds of miles each week stopping at thousands of destinations and creating **millions of impressions.**

FORWARD & THINKING





**FORWARD & THINKING**



## **09. ESCALATOR STEPS**

**Unique and unmissable,**  
this media format enhances the  
retail environment.

## 10. MOVING LENTICULARS

Not just any standard bus campaign! Moving Lenticulars offer an **extra level of creativity** to your campaign. Adding talkability and a level of surprise, your creative image will shift into a completely new view as your audience walks past.

## 11. TWINKLY BUS

LED lights are used to **create standout creative** that takes bus advertising to new heights, perfect for the dark nights of autumn and winter, and especially for January deadline campaigns when Christmas Shopper footfalls are high.

FORWARD & THINKING



10. MOVING LENTICULARS



11. TWINKLY BUS



11. TWINKLY BUS



FORWARD & THINKING

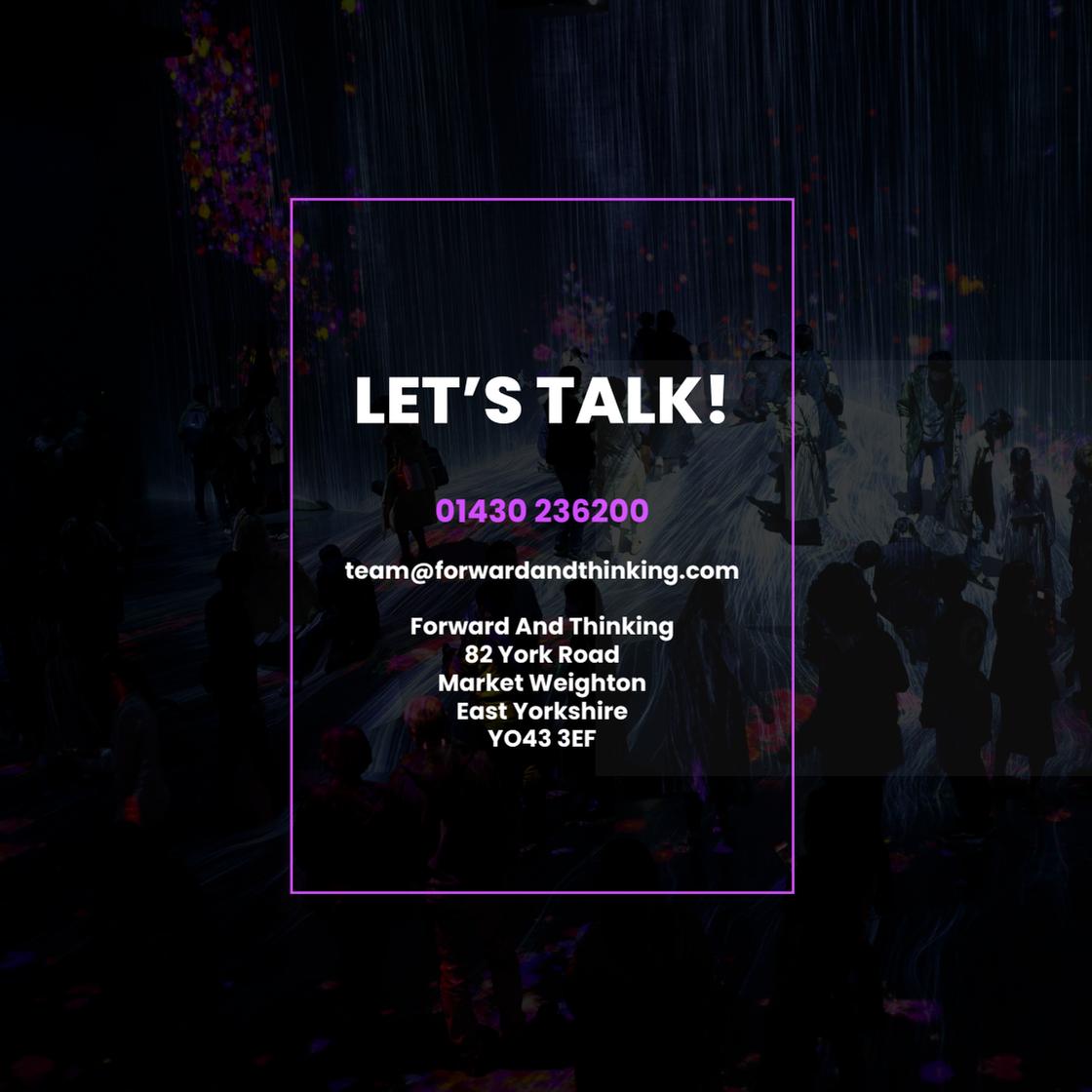
## 12. BUS SHELTER WRAP

Wrapped with a translucent vinyl providing impact and standout media, Bus Shelter Wraps are distinctive, bright creatives that **dominate the street** they are positioned on. Seen by drivers, pedestrians and bus passengers.

### 13. MURALS

Interact with a city through one of the most **unmissable** forms of media. Mural advertising can reach huge audiences when placed in areas with high footfall and/or car traffic. Known for the **potential to go viral**, Murals are an incredibly creative way to capture the essence of your brand.





# LET'S TALK!

**01430 236200**

**[team@forwardandthinking.com](mailto:team@forwardandthinking.com)**

**Forward And Thinking  
82 York Road  
Market Weighton  
East Yorkshire  
YO43 3EF**