

BRAND AMBASSADOR BILLBOARDS

ROUTE



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Our Brand Ambassador Billboards or “BABs”, are great for campaigns which need to reach people in an environment without other advertising opportunities, in pedestrianised areas or to capitalise on increased footfall in a particular location.

We have a choice of digital or static BABs available. Our static BABs feature an advert in the front and rear of the board while our digital BABs feature an illuminated rear screen, which can also accommodate motion copy. Our digital BABs are also waterproof and suitable for indoor or outdoor use.

Our promotional staff are trained and briefed to each client’s needs. We can also arrange for flyering or leafleting licences if required.

As well as being worn by promotional staff, our digital BABs can also stand-alone, great for waymarking at events.

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