



Supersides. Building your brand.

There are few media formats that are welcomed by consumers. Bus advertising is lucky enough to be one of these mediums. But the good news doesn't stop there — in fact consumers believe that Supersides are highly appropriate for a wide range of brand personalities.

79% of consumers believed that Supersides were a highly appropriate media channel for **everyday** brands

78% of consumers believed that **established** brands should be advertising their product or service on Supersides

77% of consumers agreed that **new** brands should use Supersides to launch their product or service

75% of consumers agree Supersides were the ideal channel for brands build their product or service based on **trust**

81% of consumers believe that Supersides are a highly appropriate media channel for announcing an **upcoming** event

Source: Road to Enlightenment, Q Meida, 2007

BUS ADVERTISING. UP EVERYONE'S STREET

