



Campaign Objectives

Concourse Initiatives approached Vodafone with the idea of creating a year-long sponsorship at Newbury train station, the main transport hub serving their UK headquarters.

The main objective of the sponsorship was to create maximum exposure for the Vodafone brand within the local community, ultimately establishing Newbury as “The Home of Vodafone”.

Sponsorship

The year-long sponsorship involved the complete branding of Newbury train station using a number of tailored media formats. Nameplates, running-in boards, floor media, stair risers, platform banner advertising, contravision panels and ambient advertising were all utilised to create a unique blanket sponsorship.

The Newbury campaign focused on Vodafone’s Grand Prix sponsorships including news via text alerts, plus Vodafone’s TBA gig video footage and cinema or concert ticket information through mobile Internet.

Results

Sponsorship of Newbury enabled Vodafone to establish their brand amongst both business and leisure travellers and local residents in and around the local area. The unique sponsorship created maximum impact at a key location, at a fraction of the cost of more traditional media formats, for a longer period of exposure.

