



spoke motion

MEDIA RELEASE

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New ads on wheels aim to reduce CO2 gases in Brisbane CBD

Carbon-conscious companies can now access a new green form of mobile outdoor advertising with the recent launch of Spoke Motion Queensland.

State-of-the-art quad-cycles are used to display high visibility billboards in densely populated inner city precincts via the innovative advertising medium which boasts a zero carbon footprint.

Spoke Motion Queensland Manager, Jon Day said, “Using manpower rather than horsepower for mobile advertising has great benefits for the environment, but also for the advertiser, because it slows the medium down to pedestrian speed increasing visual impact.”

“We’ve had a lot of success with the concept in Victoria, and now we’re bringing this exciting new medium to Brisbane companies for the first time.”

The Spoke Motion mobile billboards measure 1.2 x 1.8 metres and allow advertisers to get ‘up close and personal’ to the audience they are trying to reach.

“Imagine taking two large format bus-stop billboards and placing them literally in the faces of your targets, that’s what a Spoke Motion campaign has the power to do. We can also combine the billboards with product sampling and merchandise distribution, for even greater impact,” Jon Day advised.

The medium will have strong appeal to companies with short lead times to launching tactical marketing campaigns Jon Day believed. “We can customize campaigns to suit any brand or budget and invite potential advertisers to see what’s possible on our new website at www.spokemotion.com.au,” he said. / ENDS

For further information contact Jon Day – 0408 416 848 / jon@spokemotion.com.au