



# BRIGIT'S ROUTEMASTER BUS PRIVATE HIRE AND BRAND EXPERIENCES







## LONDON BUS ADVERTISING

Our Routemaster buses provide the ideal opportunity for eye-catching and unmissable advertisements. They can help your brand achieve an unrivalled impact, as they travel through the busy streets of London.



## INCREASE BRAND AWARENESS

- Choose dedicated routes in London, to areas where you would get most exposure in front of your target audience
- Specific days & times
- Park up at high footfall sites
- Tour empty or full with up to 30 people
- Full wraps or panel options available







## PRIVATE HIRE & EVENTS

Our buses can also be hired out for events. We offer a bespoke service where catering and decoration can all be considered and supplied.

TRAINING DAYS

CONFERENCES

CORPORATE HOSPITALITY

TEAM BUILDING DAYS

EXHIBITIONS

LAUNCH DAYS

CONSUMER TRIALS

INFLUENCER INTERACTIONS

FESTIVALS

OUTDOOR EVENTS

## CONSUMER INTERACTIONS

- Create positive experiences of your brand
- Give people a reason to want to talk about you
- Increase social media audiences with engagement & visibility
- Build consumer brand awareness & loyalty
- Launch products directly to consumers

















## CASE STUDY: CADBURY

Cadbury hired a bus to promote the launch of their new 30% less sugar chocolate. A specific route was chosen for the PR & Marketing launch event with key influencers and journalists invited to enjoy the chocolate-filled tour.

The bus was branded across all the panels and was further decorated internally and externally with purple balloons and flowers. Savoury and sweet delicacies were created especially for the event using Cadbury's chocolate.

A real buzz was created on social media around the event.



## BRANDING OPTIONS

From full bus wraps to simple panels and ornate floral decorations, we can tailor to every brand and budget. Just get in touch and our team will put together your bespoke package.



## DESIGN THE EXPERIENCE

- Catering & hospitality bar
- Consultation area
- Product display area
- Dining area
- \* On the move or parked up
- Route & times
- External branding options
- Full bus wrap option
- Floral or balloon decoration





BUS BRANDING OPTIONS

The diagram to the right shows the different areas available to brand. It's also possible to have a full bus wrap and a rear wrap. Please discuss your preferences with a member of our team and we'll provide pricing.

NEAR-SIDE (ENTRANCE & STAIRS)

- Near-side correx panel (green)
- Side Cross Road Graphics Near-Side (blue)
- Lower deck side windows x1 (pink)
- Destination Panel near-side 1 (yellow)

FRONT

- Destination Panel Front 1 ((green)
- Destination Panel Front 2 (green)
- Destination Panel Front 3 (green)
- Front Graphic Area x2 (purple)

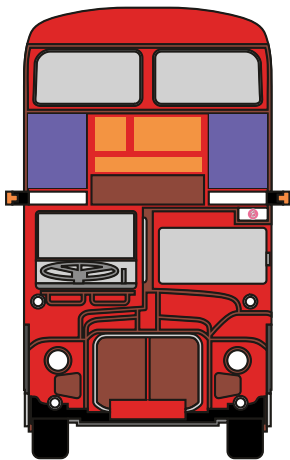
OFF-SIDE (DRIVERSIDE & L-SHAPE PANELS)

- L-shape correx panel (green)
- Off-side correx panel (green)
- Side Cross Road Graphics Off-Side (blue)
- Lower deck side windows x1 (pink)

REAR

- Destination Panel Rear 1 (orange)
- Destination Panel Rear 2 (orange)
- Rear correx panel (green)
- Rear graphics (inc window) (yellow)

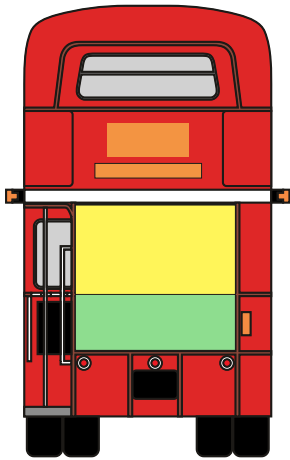
FRONT



NEAR-SIDE (ENTRANCE & STAIRS)



REAR



OFF-SIDE (DRIVERSIDE & L SHAPE PANELS)







Brigit's team works with you from concept to creation, allowing the bus to truly engage with your consumers.

TO FIND OUT MORE  
PLEASE CONTACT MARTINE ON:  
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**b-bakery.com**



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