

Tesco go national with direct response Insurance campaign

Tesco has launched a national direct response advertising campaign for its car insurance product targeted at 2+ cars per home motorists - at every one of the 131 motorway service areas across the UK.

Using 6-sheets at entrances and exits coupled with washroom displays featuring 'Direct Response Tear-Offs', Admedia estimates that 14 million potential customers will be exposed to the Tesco campaign during March.

In addition 120,000 post-it note size cards featuring the response mechanism will be taken away by motorists over the period and are expected to generate a considerable increase in enquiries both online and by phone.

Admedia 'Direct Response Tear-Offs' have been used for a wide range of direct response activities including RAC, Admiral Insurance, 192.com and QXL.com with comprehensively proven success.

Notes to Editor

Admedia operates over 5000 washroom displays, 1400 6 sheets and brand promotions in a wide range of leading leisure and entertainment environments including Shopping Centres, Bars and Clubs, Motorway Service Areas and Private Health Clubs.

Late night venues operated by Admedia include Luminar the UK's leading late night venue operator (Liquid, Life, Oceana, Chicago Rock Cafe), Yates venues (Ha!Ha! and Yates) and 5 other leading late night venue chains

Among the 200 top Shopping Centres operated by Admedia are included Lakeside, Arndale and MetroCentre Gateshead. Admedia have presence in all major cities and offer more shopping centres than any other UK media owner.

Admedia provide coverage of every one of the 131 Motorway Service Areas in the UK reaching 24 million visitors every 2 weeks with washroom and 6-sheet media.

For more information, quotes or comments please contact...
Rob Francis on 020 7580 3633 rfrancis@admedia.co.uk

