

Bus Advertising

Creative Promotions etc.



Buenos Aires Dog Food Ad



Snickers in New York City



Community First Credit Union in Sydney



Keep Holland Clean



British Opticians * Specsavers



FedEx or photoshopped bus?



Anti-Smoking Campaign



A MAT Bus on Facebook * Funk 'Em



Copenhagen Zoo Ad



River Valley Transit Pest Control Giant Rat

Considerations for NO ADVERTISING on RVT Buses

We cannot control content or colors.

We risk losing our brand (FedEx bus?).

Our new buses identify who we are- an important and beautiful statement.

Advertising may cause confusion- too many statements (Essex Savings Bank bus?)

Pride in ridership (a rat?).

Why not paint all the buses all the way around for even more money?

If the back of the bus is the best place to advertise, let's advertise ourselves.