

# Case Study



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## The Solution

Motamedia used detailed route planning in order to target **Computeach's** key demographic, consumers wishing to develop or change careers through additional IT training. The target audience was based in Wales and the Northwest, where billboards are in particularly short supply. **Computeach** believed that the benefits of moving advertising, located amongst their target audience, would provide a significant boost to brand awareness.

## The Mission

**Computeach** is an established provider of IT training to the British consumers and IT professionals. With over 40 years of experience in the IT training industry, **Computeach** provides innovative and blended training programs to a wide range of customers. **Computeach** is a Microsoft Gold Certified Partner, a Gold Standard Accredited Training Provider with the Institute of IT Training and an eLearning Age Award Winner.

With a track record of using new forms of advertising in order to reach their customer base, **Computeach** commissioned Motamedia to provide an innovative vehicle advertising campaign.

Motamedia identified 19 trucks covering Wales and the Northwest on motorways and in town centres. These vehicles would capture **Computeach's** target audience as they travelled to work and were at their most receptive. Three different vehicle types would provide a mixture of urban and motorway coverage and reach. 3D graphics across the sides and rears of vehicles provided unmissable ads, presenting a number of different scenarios to appeal to different consumer profiles.



## Benefits

Motamedia delivered an innovative and successful brand building exercise in hard-to-reach areas of the UK, targeting potential customers as they travelled to and from their place of work.

**“Computeach offers the gold standard in IT training to UK consumers,”** comments Motamedia Managing Director, Colin Smith.

**“We were delighted that Computeach chose Motamedia as we felt that our moving advertising had the ability to convey a powerful message at exactly the right time and place. Computeach involved us in their core objectives from the outset, and as a result, we were able to help them identify optimal methods for reaching their target demographic. This delivered a significant cost saving per response compared to other more traditional advertising routes”**

Darren Francis, Head of Marketing at **Computeach** comments, *“We were extremely impressed with the sheer volume of research that Motamedia have made into their proposition and also by the impact of the ads displayed on the Motamedia fleet.”*

*We are constantly looking for new and imaginative ways to reach our target audience and felt that vehicle advertising, combined with Motamedia’s unique proposition, was an excellent and innovative way to achieve this.”*



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