



Transport for Greater Manchester

Partnerships & Media Options



Who We Are

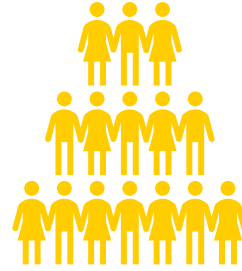
- TfGM manages multiple modes of transport within Greater Manchester, including the Metrolink tram system, GM's cycle hire scheme, transport interchanges and from September 2023 the first phase of buses will also be under local control.
- The tram system Metrolink is the largest light rail network in the UK with 99 stops and serves over 100k customers per day.
- The TfGM transport interchanges serves millions of customers per year, with locations across GM, including Wigan, Bolton and Stockport.
- TfGM is a vital part of the fabric of the UK's second largest city region and income generated from commercial activity is re-invested to support the delivery of the transport network.



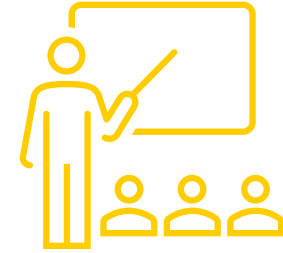
Greater Manchester at a glance



Greater Manchester has a population of **2.8 million**



1 million international visitors every year



The **largest student population** of any city in Europe



1.4 million people working in **100,000** businesses



Home to two of the world's **biggest football clubs**



Manchester Airport is the third busiest airport in the UK and the **busiest outside of London**



Working with TfGM

TfGM has an in-house Partnerships Team who work with major events, venues and partners across Greater Manchester. We have a detailed knowledge of our network and our audience and can help you make the most of our assets to maximise your brand.

We believe in a consultative approach – many of our assets are exclusive and we have the ability to package up assets on a bespoke basis and provide partner rates. We're always looking for new and exciting ideas. If you have a concept that's outside of the box, then get in touch and let's have a chat about the 'art of the possible'.

We are comfortable working directly with clients as well as their agencies. We have national sales agencies with access to some of our assets too so we can navigate you to the best points of contact depending on the assets you are interested in.



OOH Media Assets

- Advertise on our exclusive network of out of home poster sites across the Metrolink network (incorporating A1 and 6sheet formats).
- Inventory is exclusive to TfGM partners - and can only be booked direct. Our sites have previously been used as part of art exhibitions, delivered bespoke offers for Metrolink customers and are perfect for delivering tailored messaging to our Greater Manchester audience.
- Posters offer coverage across all tram lines, benefitting from extended OTS of passer-by footfall in addition to Metrolink patronage.

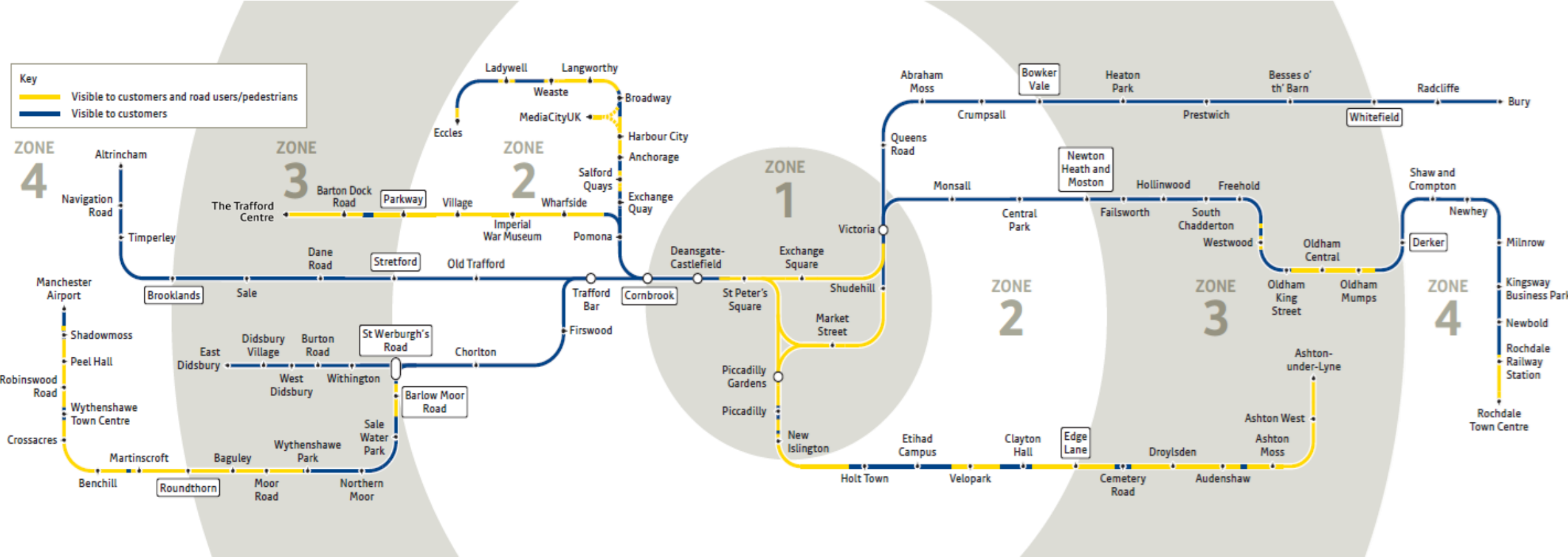


Wrapped Tram

- Why not book the ultimate moving advert? With 2.8 million residents across Greater Manchester and millions of visitors each year, wrapping a Metrolink tram as part of a partnership campaign is the perfect high impact way to achieve maximum brand exposure.
- The tram network runs alongside and across major highway routes with high visibility from road users and as an “open” network passes through heavy pedestrianised routes within the city centre.
- It's not just a moving billboard! A branded tram provides the ideal opportunity to interact with the people of Greater Manchester and our expert team can help you create an immersive brand experience.
- TfGM will provide design guidance to ensure the most impactful and effective creative within the guidelines of safety and accessibility.



Reach & Impact of Wrapped Trams



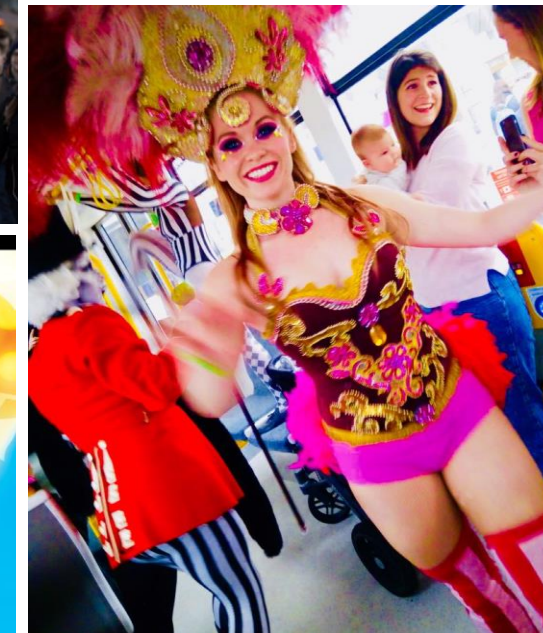
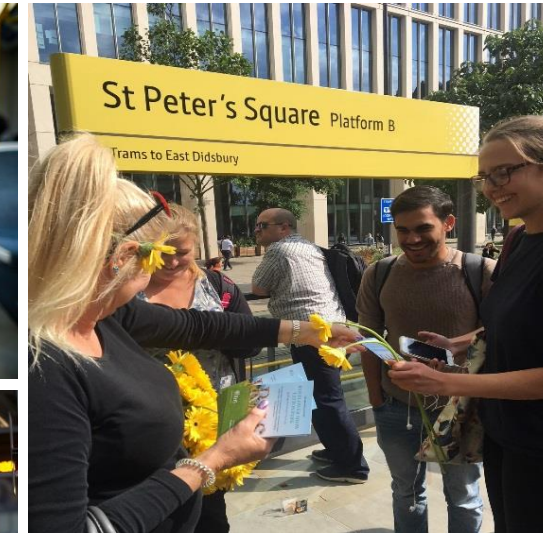
Metrolink Stop Takeovers

- Make an impact with a stop takeover! Benefit from the OTS of customers on platform, those travelling through on tram and footfall from passers-by.
- Every stop is different and our expert team will work with you to create a bespoke design that's right for your brand, the location and the audience it delivers.
- Want to do something brand new? Talk to us about what's possible. We've had bats, rabbits, tennis balls and fresh flowers on stops – what will your brand do next?



Metrolink Activations

- Want to see your brand truly engage face to face with the Manchester audience? TfGM holds exclusive rights for managing and delivering activations on the network both on-stop and on tram. With access to a huge GM audience on their commute or using the network for leisure, this is a great way to deliver the emotive element of your campaign.
- By encouraging people to STOP, SMILE and SHARE we can help create an incredible talking point on the streets of Manchester and beyond, supported by our social media channels.
- Previous on-tram activations have included character appearances, surprise and delight sampling, musical performances and “gifts on seats”.
- With 99 Metrolink stops and an annual footfall of over 20 million at city centre stops alone, TfGM can offer you a number of experiential space options based on your objectives.



Interior Tram Adverts

- Make the most of journey times and advertise on TfGM's exclusive suite of internal tram covings across 147 trams viewed by 100,000+ customers per day.
- An average tram journey time is 25 minutes, so these internal advertising sites provide the perfect opportunity for customers to engage with your advert across Greater Manchester on the entire tram network.



City Centre Free Bus

- Free Bus is TfGM's free city centre bus service which uniquely operates only in the busy city centre. 13 vehicles cover two routes across business and retail areas, perfect for targeting both commuters and a leisure audience.
- TfGM's Free Bus advertising options include on board screens and external wraps and are the ideal way to achieve high visibility with customers on the vehicles but also road users and passers-by in high footfall city centre retail and business areas.
- You can also benefit from 80k+ people per day passing by the Free Bus shelters, right outside the main entrance of Piccadilly Station.
- Choose from a rear bus advert which can be seen across the city 7 days a week or run your advert on rotation via video display screens on board.



Transport Interchanges

- TfGM bus assets cover the whole of Greater Manchester across 15 bus stations and major transport interchanges including Altrincham, Wigan, Bolton and Stockport.
- Exclusive large format posters are available in internal high footfall passenger areas alongside timetables and key information. GM wide locations ensure your messaging reaches a wider audience than the Metrolink network alone and messaging can be targeted by area for specialist local information campaigns on request.
- Utilise the network of customer information screens across the bus station estate - providing another digital advertising format for your campaigns! Static images are shown in between timetable and real time travel information on loop across 38 screens.
- Experiential space is also available within bus stations and interchanges.



Digital 48 Screens

- Make an impact with large format 48 digital sheet advertising as part of a partnership campaign.
- Located alongside some of GM's major highways you will benefit from high opportunities to see from road users and passers-by.
- Your advert will run for 10 seconds in every 60 seconds with geo-targeting options available across all locations.
- Locations are:
 - Talbot Road
 - Trafford Bar
 - Bowker Vale
 - Middleton Road



Piccadilly Station

- Metrolink's Mezzanine level at Piccadilly station is in the heart of the city and within the busiest transport hub in the region, where you can benefit from an average daily footfall of 18,000 Metrolink passengers.
- As a busy thoroughfare for those accessing the city for work and play, you can take advantage of targeting commuters, leisure visitors, families and those heading to major events at the Etihad Stadium and Old Trafford via digital screens, lightboxes and activation space.
- D6 digital screens x3 are positioned within a key footfall area on Piccadilly Mezzanine.
- Takeover over 10 x free standing "light boxes" - a unique cross-track format located on both platforms at Piccadilly tram stop.
- Activation space is also available on Piccadilly Mezzanine for a truly immersive customer experience, used previously by the likes of Manchester City FC and IKEA.



Our clients and partners





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