



# Transport for Greater Manchester

Partnerships & Media Options





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# Who We Are

Transport for Greater Manchester (TfGM) manages multiple modes of transport within Greater Manchester, including Metrolink, the UK's largest light rail network, GM's cycle hire scheme, transport interchanges, walking and cycling infrastructure and the City Centre free bus service.

From September 2023, bus services within GM came under TfGM control as part of the new Bee Network - an integrated transport system that will roll out over the next few years to deliver a complete network in 2025.

Transport is a vital part of the fabric of the UK's second largest city region and all income generated from TfGM commercial activity is re-invested to deliver better transport services and facilities for residents.



# 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 the reach and impact of your brand.

We believe in a consultative approach – many of our assets are exclusive and we have the ability to package 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'.

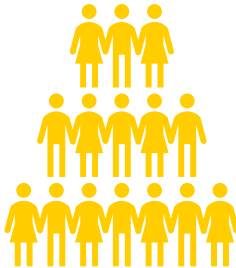
We are comfortable working directly with clients as well as their agencies. We have national sales agencies with access to some of our assets too so we can navigate you to the best points of contact depending on the assets you are interested in.



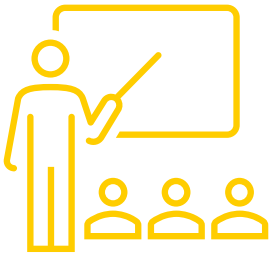
# Greater Manchester At a Glance



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**





# 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.



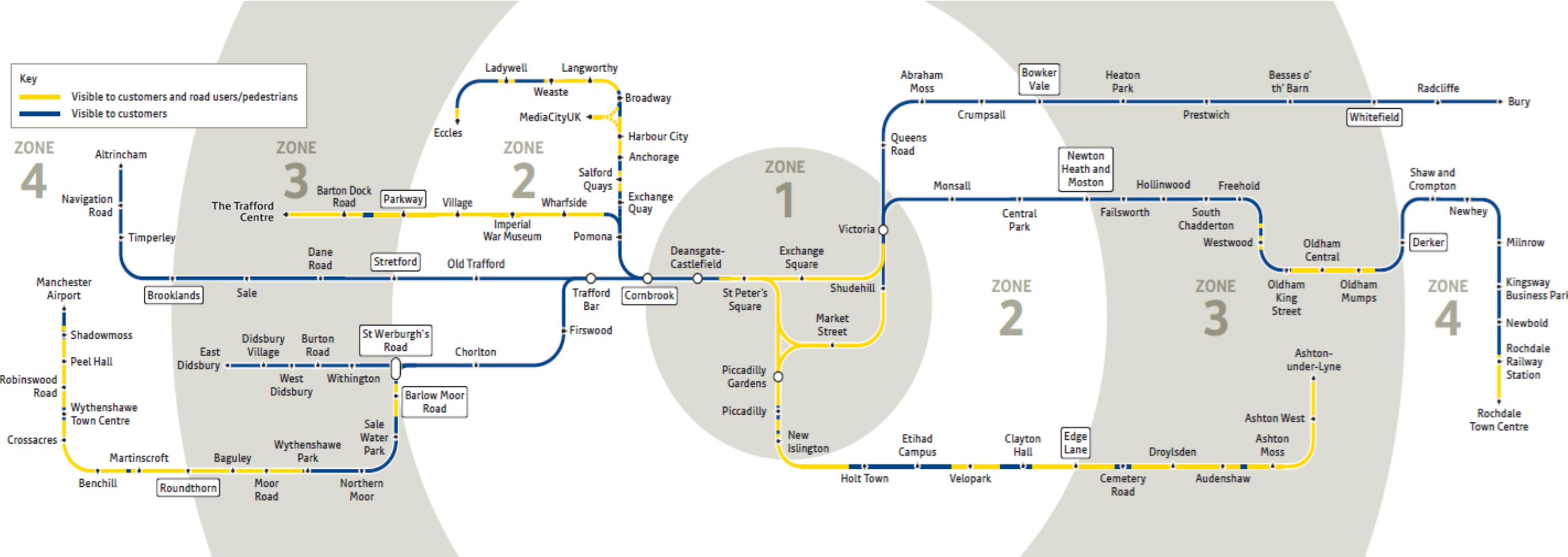


# Wrapped Tram

- 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.
- As well as high visibility from major roads, trams using the on-street sections of the tram network, pass through busy pedestrianised areas in the city centre, criss-crossing the main retail and business areas incl. Market Street, Exchange Square, Piccadilly Gardens and St Peter's Square.
- TfGM will provide design guidance to ensure the most impactful and effective creative within the guidelines of safety and accessibility.



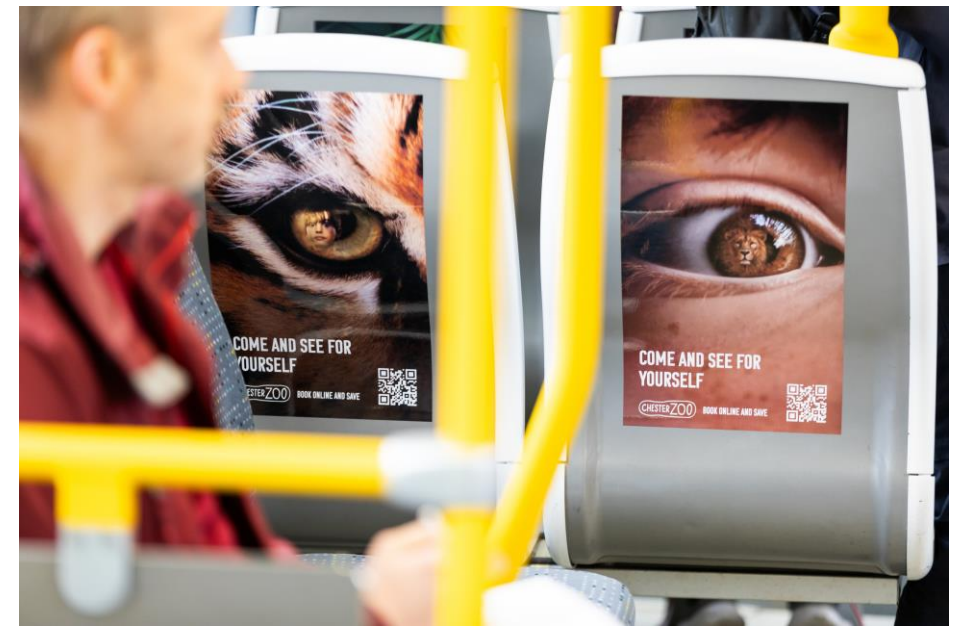
# Reach & Impact of Wrapped Trams





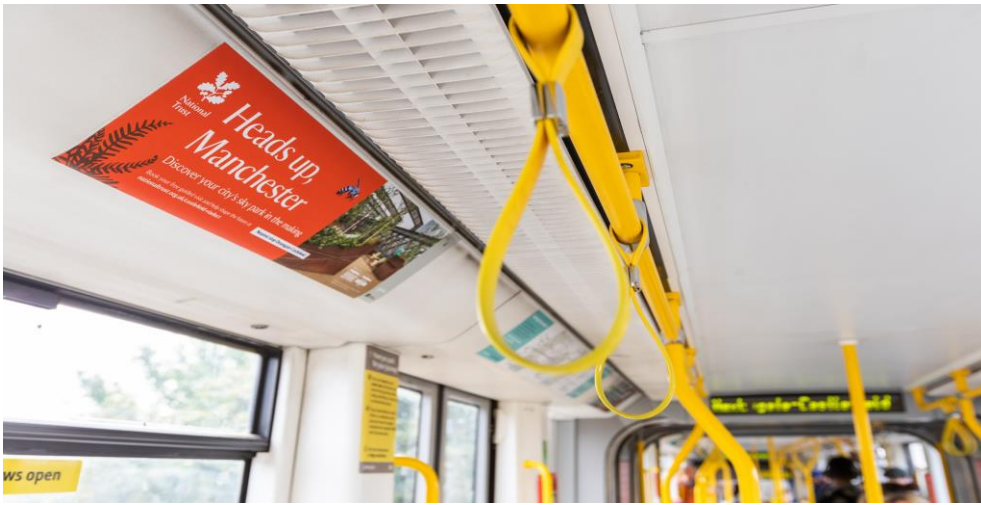
# Enhance Your Wrapped Tram

- Take it a step further and create a fully immersive experience for those travelling on board your wrapped tram with a range of internal vinyl options.
- Benefit from high impact positioning and long dwell times with "back of seats" vinyls on a selection of Metrolink trams. With average journey times of 25 minutes, they are ideal for longer format messaging and calls to action via QR codes.
- Alternatively, why not run a single, full-length ceiling creative across the full length of the tram and take over all internal coving positions too – ideal for creating real drama with your creative, ensuring a fully immersive brand experience on board for those sitting and standing!



# Interior Tram Adverts

- Make the most of long journey times and advertise on TfGM's exclusive suite of internal tram covings or bus headliners.
- Tram adverts run 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 the entire tram network.
- Upgrade your package for even wider coverage across GM with internal "Headliners" available on the fleet of 50 new Bee Network buses, operating across Wigan, Bolton and Salford with routes into the city centre.





# Stop Takeovers

- Get people talking with a tram or free bus stop takeover!
- The perfect opportunity to promote your brand, stop takeovers allow you to benefit from the OTS of customers waiting on platform, those travelling through on tram or bus and footfall from passers-by.
- Do something extra special with the creative and they offer great potential for organic social media content.
- Our team will work with you to create a bespoke design that's right for your brand, the location and the audience.





# 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 our 99 Metrolink stops 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”.

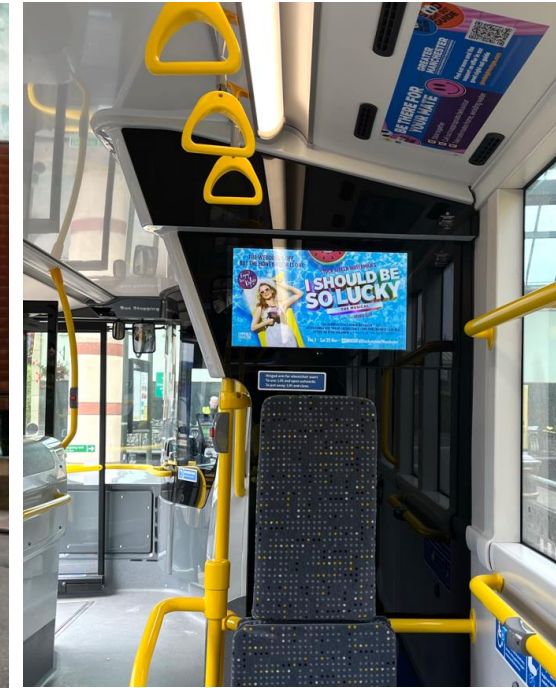




# Bee Network Bus Advertising

- Align your brand with sustainable transport by advertising on our new fully electric, zero emission buses, launched as part of the Bee Network in September 2023.
- The Bee Network is GM's answer for a world-class integrated transport system and a one stop shop for journeys on public transport and active travel.
- Our new yellow buses are running across Wigan, Bolton, parts of Bury and Salford, with routes into the city centre. Oldham and Rochdale routes included from late March 2024. The buses provide the perfect opportunity to reach a wider road user audience in addition to bus passengers.
- Advertisements are placed on some of the busiest routes for patronage in GM, carrying c2M\* passengers every 8 weeks.
- Advertising options available include external bus rear wraps, internal headliner adverts and digital screens.

\*Number calculated on patronage numbers from Tranche 1, Oct23-Jan24



# Free Bus Advertising

- Our 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.
- Advertising options include on board screens and external wraps and are the ideal way to achieve high visibility with customers onboard the vehicles, also reaching road users and passers-by in high footfall city centre areas.
- You also take advantage of the 100k+ people who pass by the Free Bus shelters, which are located directly outside the main entrance of Manchester's busiest train station, Piccadilly.





# 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 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

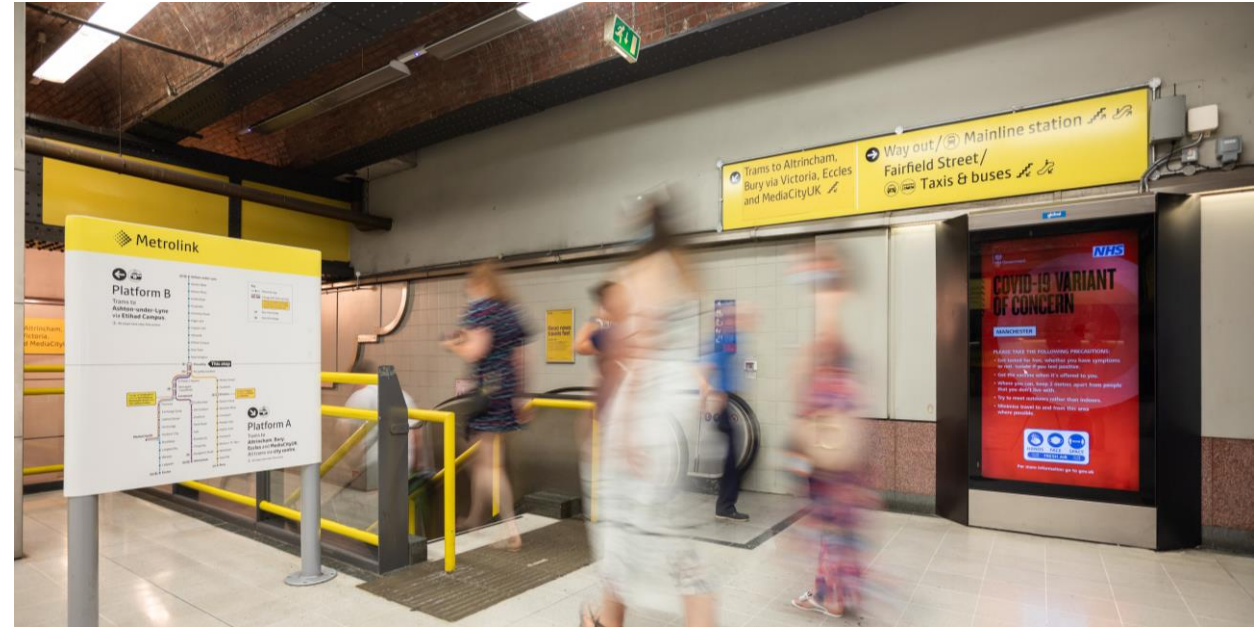
- Make an impact with large format 48 digital sheet advertising as part of a partnership campaign.
- Located alongside some of GM's busiest highways you will benefit from high opportunities to see from road users and passers-by.
- Your advert will run for 10 seconds in every 60 seconds with geo-targeting options available across all locations.
- Locations are:
  - Talbot Road and Trafford Bar, both sites just minutes away from Old Trafford FC and Emirates Cricket Ground.
  - Middleton Road, a few moments away from Heaton Park, home of Manchester events throughout the year.





# 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.
- 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.
- D6 digital screens x3 are positioned at key footfall areas.
- Takeover our free standing "light boxes" - a unique cross-track format located on both tram platforms.
- 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







# Contact us

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