



CURRENT PR

Bus Advertising Proposal

Prepared for INSERT NAME HERE

MARCH 2023

⚡ Zero emissions electric bus

☀️ Powered by renewable energy

👥 Owned by the community

Presented To:
INSERT NAME HERE

Presented By:
Current PR

Why choose Current PR for your sustainable marketing campaigns?

We help businesses succeed by providing them with sustainable innovative and effective solutions.



Current PR Ltd is a full-service agency specializing in providing support and consultancy services to businesses in the EV, energy, environmental, and sustainable technologies sectors. We offer bespoke solutions tailored to the unique needs and objectives of each of our clients, covering the full marketing spectrum.



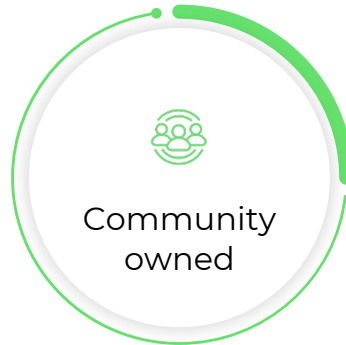
Our firm is committed to promoting sustainability, and we take pride in working with businesses that share our values. By offering comprehensive solutions, including content creation, social media campaigns, and media coverage, we help our clients stand out in their respective markets, build brand awareness and drive growth. With our extensive experience and dedication to excellence, we have established ourselves as a leading agency in the sustainable technologies sector. Whether you're a small start-up or a large corporation, we offer tailored solutions to meet your goals and enable your business to thrive in an increasingly competitive market.



Fully sustainable fleet



Powered by sunshine



Community owned





SOLUTION

Electric Bus Marketing Campaign..



We are excited to announce our partnership with the Big Lemon, the UK's first all-electric bus company based in Brighton. Operating 16 pure electric buses in and around the Sussex area, the Big Lemon buses are hard to miss with their bright yellow paint and distinct appearance.



Through our partnership, we have access to all 16 bus rears, offering a unique and effective platform to promote your brand. By utilizing targeted QR codes, we gather valuable data to understand where they are scanned the most, enabling us to improve our database and help you better reach your target audience.



We take pride in working with companies that are committed to sustainability, and our partnership with the Big Lemon aligns with our values. By partnering with us, you not only gain access to a high-impact advertising platform but also contribute to the promotion of a sustainable future.



All of our Bus branding is printed on sustainable PVC ensuring the smallest impact on the environment as possible.

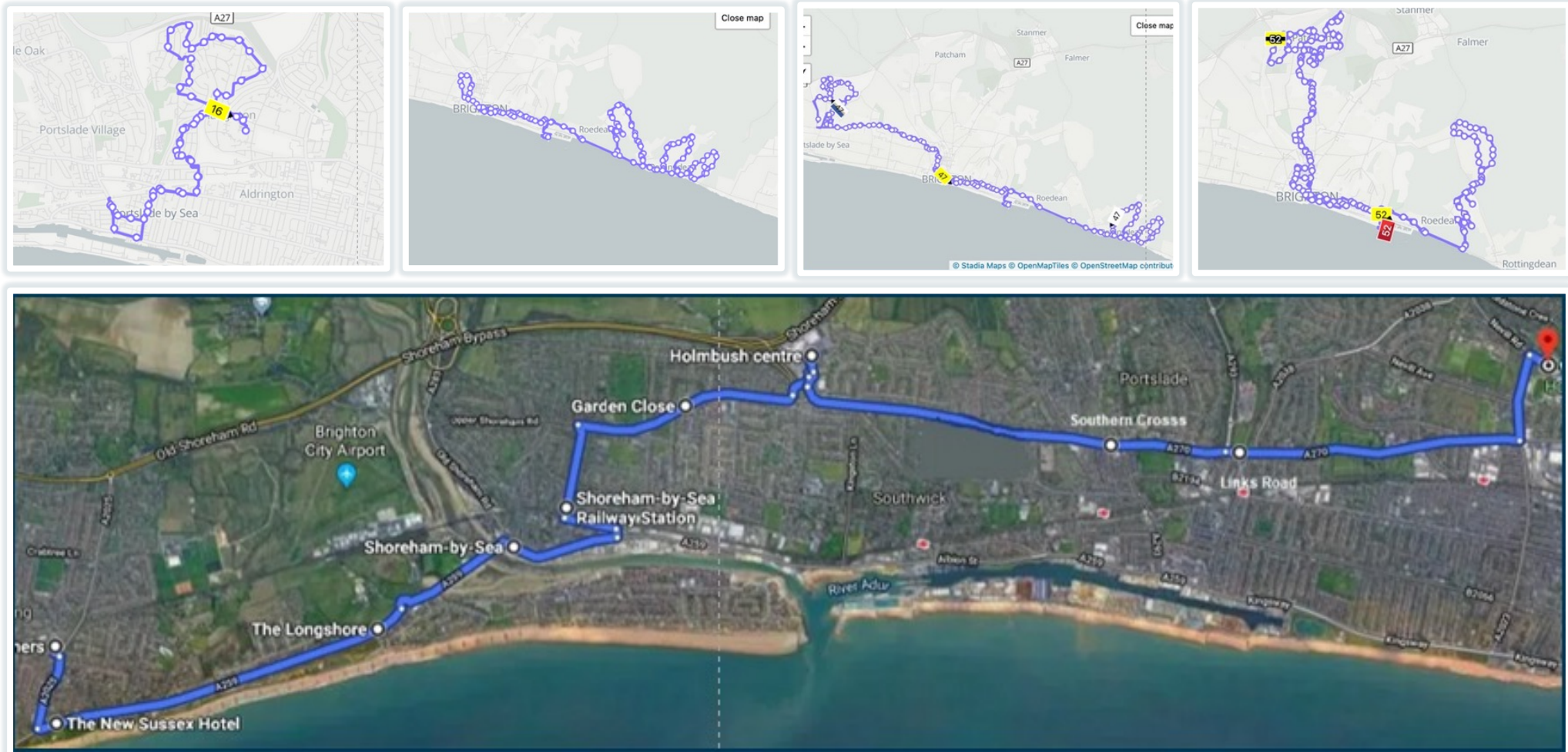


Don't miss out on this fantastic opportunity to promote your brand on the Big Lemon's all-electric zero carbon buses. Contact us today to learn more about how we can help you reach your marketing goals.



Sussex Bus routes

Please note we do also offer a Bath and Bristol service



Customer testimonials...



Having booked the Big Lemon bus rear advertising service and incorporated it into our marketing campaign we can honestly say the feedback has been phenomenal and the success rate has been off the scale. We have recently utilised this bus Rear campaign for our new JLCEV fleet and will be using it for another targeted marketing campaign in due course.

Nathalie Hayes – JLC, EV

LONDON TO PARIS
ELECTRIC VEHICLE RALLY 2023

This hugely effective and highly targeted. Marketing campaign has been a real asset to engaging entrants for the London to Brighton electric vehicle rally. It's also helped with delivering sponsor messages and bespoke marketing campaigns.

Millie Hartles – L2BEVR



This has been a beneficial tool in our marketing tool box with regards to targeted outdoor media campaigns.

Spike Turner CCM



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