

| Out-Of-Home Advertising Sky Marketing Exclusives



Baghdad Bus Advertisement

Bus Advertising SERVICE

They might miss the bus, but they won't miss your ad.

It is big, always moving, can't be ignored and can't be turned off. The Bus is a natural advertising machine. Humanity has discovered the effectiveness of bus ads early on, with the first transit ads dating back to 1850s, New York City. Marvelously, this classic method is still valuable to this day. Every day, entire buses are branded with the themes of companies, products and campaigns, and released into the streets throughout the world.

Sky Marketing helps Iraqi businesses make the most out of bus advertisement, with exclusive advertising rights within the Baghdad public transit system.



Turn your ad into a giant on wheels and release it in the streets with Sky Marketing bus advertising service.

Baghdad & The Bus Icon

Baghdad of all cities has a time-honored love story with the bus vehicle. The iconic huge red bus, known as “Amana”, was introduced into the city in the 1950s. Due to its usefulness, it became a people’s favorite. Over the years, it turned into a Baghdad cultural icon. This created an oriental resemblance to the city of London, where red buses are also among the british capital’s most iconic symbols. Sky Marketing helps its clients leverage this old cultural connection between Baghdadi consumers and the city’s iconic buses to increase reach, achieve sales and raise profit.



Sky Marketing helps you leverage the cultural connection between Baghdadi consumers and the city’s iconic buses.



Baghdad 1969

Why Choose Sky Marketing Bus Ads?

Baghdad Fleet	Ad Space	Coverage	Lines	Exposure
50 Buses	~1750 square meters	+350 km	+24	+7M people



Why Choose Sky Marketing Bus Ads?

Exclusive Rights

Through exclusive advertisement rights, Sky Marketing grants its clients total control over Baghdad's transit advertisement mediums. Book the whole fleet and close the door on competitors, or customize your ad choices to your budget; we guarantee you flexibility.

Creative Designs

Despite its popularity, creating bus ads is a delicate art. The message needs to be short yet meaningful, the colors simple but unique, and the designs periodically renewed. These restrictions can be the fine line between the ad campaign of a lifetime, and the complete waste of money. Sky Marketing is a full service marketing agency. We got you covered.

Market Pioneers

Sky Marketing is a pioneer in out-of-home advertising services. Since 2012, we have been optimizing our bus ads service with the best solutions, vehicles and contractors. Not only do we guarantee a seamless service, but also the best packages, offers and deals.



What Do We Offer?

Sky Marketing designs and implements bus advertisements tailored for the city of Baghdad; in a network of 50 buses and over 20 bus lines. We offer our clients the single deck and the double-deck bus. The right side, left side and tail will be available to accommodate your ad.

You won't have any competitors as the entire bus will be dedicated only to you. In addition, you will enjoy multiple-month contracts and a variety of packages and discounts.

Bus Type	Ad Area Per Bus
Single-Deck	~29m ²
Double-Deck	~42m ²

Interested? Contact us to discuss prices, packages, artwork and more.

About Us

Sky Marketing is a full-service marketing agency headquartered in Erbil. Since 2013, we have been adding value to Iraqi businesses via the capability of 33 full-time employees and more than 100 project-based members. Our track record features helping more than 50 brands in more than 15 industries to increase exposure, surpass competitors and drive sales their way.



Contacts

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