

01st July

New Cisco campaign with Titan Outdoor inspires with “Tunnel vision” media first

- *3 week London Victoria domination campaign from 7th July*

01st July Cisco, the leading networking solutions provider, launches a media first in conjunction with Titan Outdoor and Neo@Ogilvy– a 16.8 metre long outdoor advert wrapping the corridor linking Victoria’s Overground and Underground services. This is the first time that vinyl wall graphics, Limelight and 6 & 4-sheets have been incorporated into a single corridor wrap at Victoria.

At the centre of the campaign is Cisco’s “Communications Clinic” on the concourse from the 14th - 25th July. The “Communications Clinic” will deliver an interactive area enabling small business employees to engage with Cisco solutions and understand how technology can help them do business better. Cisco will also be offering the chance for two “Communications Clinic” visitors to win a luxury holiday to San Francisco, the home of Cisco’s global headquarters.

The exciting, high-impact campaign targets business commuters, providing a way for small business decision-makers to speak to Cisco. Millions of people will be driven to the “Communications Clinic” by 48-sheets across 78 stations providing major commutes into Victoria station. The multi-format campaign at Victoria also incorporates Zone 1 Backlights and other premium rail formats, including Banners and Transvision Bluetooth.

The campaign was managed by Hannah St Paul at Titan, Ilana Goren at Neo@Ogilvy and James Fry at Kinetic.

Stephen Dunn, Titan UK Group Sales Director said:

“This is another demonstration of Titan’s excellence in working with our clients in innovative and creative ways to bring their campaigns to life through our premium formats. With all the exciting formats Titan has in prime rail destinations, we give campaigns maximum impact and real brand immersion.”

For further information please contact:

Titan Outdoor Ltd

Sally Henley

Neo@Ogilvy

Ilana Goren

Kinetic

James Fry

Smithfield

Libby Young, Gemma Froggatt

Tel: +44 (0)20 7250 7800

Tel: +44 (0)20 7566 7404

Tel: +44 (0)20 7969 4585

Tel: +44 (0)20 7360 4900

Photos are available upon request

Notes to Editors

About Titan Worldwide

Titan Worldwide is a full service, global media company specializing in Out-of-Home advertising. In the UK Titan has an impressive portfolio of contracts and partnerships (including Network Rail, ASDA, Morrisons, LendLease and Westfield) meaning that they are market leaders across the rail, digital, shopping malls and supermarkets sectors as well as having an impressive large format roadside estate. Adding Titan Bus to this enables us to deliver total outdoor solutions across the UK in a way none of our competitors can.

Titan Worldwide was founded in 2001 by advertising industry veterans William Apfelbaum, chairman, and Donald Allman, CEO, Titan Worldwide is the premier advertising sales organizations in the business.

Titan Worldwide provides sales, marketing, creative, research and maintenance of advertising on bus, rail, bulletins, roadside billboards, telephone kiosks, experiential opportunities, street banners, shopping malls, supermarkets and construction bridges. It also leads the way in the development and successful introduction of market leading digital platforms. Titan Worldwide furnishes global, national and local clients with creative media solutions in the world's top markets including the United States (New York, New Jersey, Boston, Chicago, Los Angeles, Philadelphia, Seattle and Minneapolis/St. Paul), Canada, The Republic of Ireland and the United Kingdom.

All of these opportunities come with Titan's commitment: to quality, servicing, investment in innovation, and providing a one-stop shop for fully integrated, relevant, outdoor solutions.

The company websites are: www.titanoutdoor.co.uk www.titanoutdoor.com

About Neo@Ogilvy

Neo@Ogilvy is a fully integrated division of OgilvyOne Worldwide, providing clients with competent, comprehensive marketing services for the digital age. With intelligent media strategies, innovative technologies, and creative ideas, Neo@Ogilvy develops marketing concepts that cover the entire customer journey – from the initial advertising contact to activating websites to newsletters and CRM. Thus we create measurable success and maximum added value for our customers.

As a full-service digital media agency serving blue-chip clients such as IBM, American Express, Cisco and Kodak. Neo@Ogilvy is a fast growing, truly global company. Established in 2006, Neo@Ogilvy already has nearly 30 offices around the globe after little more than a year.

The company websites are: <http://www.neoogilvy.com> <http://www.ogilvy.co.uk/neo>