



Titan launches copywriting competition

1st September 2008

Monday 1st September Titan Outdoor, the dominant provider of advertising solutions in the UK Rail environment, is launching a copywriting competition to promote the creative potential of its newest rail format, the Euston Broadside. This 73m x 3m billboard is located alongside the busy lines in and out of Euston station connecting to the North West, West Midlands, North Wales and Scotland. Around 1.2m people will see it every two weeks. 'The biggest copywriting competition in the world' will invite creative teams to design a bespoke ad for one of their clients to run on the site. The winning team will each receive a luxury weekend for two in Paris and client a free two week campaign* for their client. Closing date for submission of artwork will be the 10th October.

Steve Cox, Marketing Director of Titan Outdoor says "The first task for any media platform is to get the creative execution noticed by relevant consumers. This site can't fail to achieve this, providing a unique opportunity to showcase truly engaging work"

Graham Fink, Creative Director of M&C Saatchi says "Posters are the most brutally simple of all media; in my opinion, the true test of any creative. And this is one mother of a poster - a chance to create the biggest, bestest idea. I'm scared".

For further information:

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Photos are available from Titan upon request

Notes to Editors

Titan Worldwide is a full service, global media company specialising in Out-of-Home advertising. In the UK Titan has an impressive portfolio of rail contracts and partnerships including Network Rail, South West Trains, Southeastern and St. Pancras and various other train operating companies. Titan is also a market leader in other Out of Home environments such as roadside billboards, shopping malls and supermarkets.

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 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