



# Nottingham City Transport

**Liz Taylor is taking her husband for a ride**

**Famous names Go Places with Go2!**

**Liz Taylor**  
Easy Rider card holder,  
Nottingham

City Area travel every 10 minutes, from less than £1 a day  
0115 950 60 70 [www.netx.co.uk](http://www.netx.co.uk)

**Will Smith is the Fresh Prince of Bilborough!**

**Famous names Go Places with Go2!**

**Will Smith**  
Easy Rider card holder,  
Nottingham

City Area travel every 10 minutes, from less than £1 a day  
0115 950 60 70 [www.netx.co.uk](http://www.netx.co.uk)

**Paul McKenna gets back in a snap**

**Famous names Go Places with Go2!**

**Paul McKenna**  
Easy Rider card holder,  
Nottingham

City Area travel every 10 minutes, from less than £1 a day  
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## Open Opportunity

When the de-regulation of the bus industry required the traditional 'corporation buses' to be operated on a more commercial basis, the fleet needed to be rebranded and represented to the traveling public. The subsequent challenge was (and remains) to present bus travel as a relevant and attractive proposition to city commuters and travelers.

## Open mind

We created new brands 'Go2' and 'Nottingham Network' for the new, direct, city-wide buses. Colour coding the fleet made it easier for travelers to identify individual routes.

More recently, a cast of quirky bus-traveling characters and even some 'famous' names have featured in high profile outdoor and radio advertising campaigns promoting the benefits of bus travel.

## Open doors

Within two years of the re-branding, Nottingham City Transport turned a deficit into an impressive operating profit. Research shows that the Go2 brand and colour-coded routes are understood and appreciated by the traveling public and the aim going forward is to attract yet more Nottingham people to make the switch to public transport.

Spring 08 will see the launch of a multi-media campaign, in conjunction with Nottingham City Council, promoting the benefits of green travel.

The Dairy  
Park Lane Business Centre,  
Park Lane,  
Old Basford,  
Nottingham NG6 0DT  
[www.thedairy.biz](http://www.thedairy.biz)

