

**Marketing News
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Natural media company CURB cleans the streets of Wimbledon

Tennis Foundation hires CURB to create 'clean advert' campaign in the build up to Wimbledon



CURB have delivered one of the world's largest clean advertising campaigns for the Lawn Tennis Association's charity Tennis Foundation this week. CURB will lay over 350 clean ads in high footfall areas in order to drive the public to huge BBC Wimbledon screens in all major city centers. The Tennis Foundation is the charitable arm of the LTA and are tasked with encouraging young people and communities to watch and play tennis.

Clean Adverts have been laid in the center of Portsmouth, Derby, Swindon, Bristol, Plymouth, Liverpool, and London. The clean ads will also feature around the Wimbledon event.

Curb specializes in providing brands with new and innovative ways to promote their brands using only natural materials. From 'clean advertising' through to crop circling and logo's cut in turf, the agency is well respected for its creative abilities.

CURB campaigns are a head turning alternative to tired traditional advertising media. Curb adverts cut through the public's in-built ability to screen out most marketing media and as a result offer a much higher return on investment.

Anthony Ganjou of CURB said "We are delighted to be working with Tennis Foundation. This is one of the largest clean advertising campaigns ever produced and we couldn't be happier that it is for such a good cause."

"The majority of the public have never seen clean advertising before so it really turns their heads. It's an innovative way of getting a message out and the general dwell time around the ad is significantly more than traditional forms of advertising. People who see the ads are initially surprised and intrigued by how they got there."