

Edinburgh Trams show off their new colours

With CR Smith backing the tram wrapping the city's streets will now look a bit different. There will be 18 different designs on 18 of the city's 27 strong fleet and they will all be blue and white to reflect the double glazing company's former advertising campaign 'The Man in the Blue and White Van'.



(left) George Eadie Director of CR Smith
Gerard Eadie CBE, Executive Chairman of CR Smith

How is it done?

Well watch this!

The City of Edinburgh is set to benefit from a new revenue stream this month with the announcement of Edinburgh Trams first ever commercial partnership with CR Smith, a company with a long established Scottish heritage.

The two-year deal means that 18 of Edinburgh Trams' 27 fleet wrapped in a highly visual campaign that aims to promote a 'Window to Scotland' and the breadth of CR Smith's customer base across the country. The inaugural advertising deal was negotiated by a unique city partnership between Marketing Edinburgh, Transport for Edinburgh (TfE) and Edinburgh Trams, on behalf of City of Edinburgh Council.



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www.jonsavagephotography.com 9 TH AUGUST 2017 CR Smith has today been announced as Edinburgh Tram's very first ever commercial partner, with a highly visual campaign that offers a 'Window to Scotland'. The significant deal is set to be a strong revenue source for the city, after it was negotiated by a new city partnership between Transport for Edinburgh and Marketing Edinburgh, who made the case with CEC to take over management of Edinburgh Tram's external and internal tram advertising, following the end of the JC Decaux contract. The deal with CR Smith, which will see 18 of Edinburgh's 27 tram fleet wrapped in individual designs is a first for Scotland. That advertising is being managed effectively an in-house time, also means 100% of all profits from this and future deals will be reinvested directly back into the city.





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