



*Together,  
We are doing  
great things!*

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# POSEIDON

*Sells Bus Advertising Space to CAMTEL*

**40F+ ! l'appel**

**Téléphonez comme vous voulez...**

vers tous les réseaux !

40F toutes les 30 secondes vers tous les réseaux Camtel

40F toutes les 30 secondes vers tous les réseaux Camtel

Une Nouvelle Page **camtel**

# NELSON CAMEROON

*Starts Civic Education Campaign*

**Le Bus**

Civic Education and Launching Campaign

**NELSON CAMEROUN**  
MEMBRE DU PÉRIODE INTERNATIONAL Leo Burnett

# POSEIDON fetches CAMTEL



## *LE BUS advertising CAMTEL Telephone Services*

**L**E BUS advertising space sales agent, POSEIDON has finally sold advertising space on TIC buses to the telephone service company CAMTEL.

The spaces at both sides of the bus as well as the rear carry posters that advertise CAMTEL's new call rates and new mobile telephone services to the public. To accompany the main message "Telephone as you desire" is a lady wearing a satisfactory smiling while telephoning using a mobile handset.

Since the launching of bus services in Yaoundé, the popularity of LE BUS has highlighted this advert.

POSEIDON is the sole agent authorised by the terms of a contract with LE BUS, to sell advertising space on the buses. LE BUS's management has showed satisfaction with this deal as it meets expectations expressed at the signing ceremony.



## *Adverts pasted at the rear of the Buses*



*Nfinyo Mabu, Elissar Wolber, Don Durand, Montauband (Preident of POSEIDON) Cyrille Tollo and Bokwe Mofor*



*Riders have showed admiration for the advert that blends perfectly with the colour of the buses*



# Nelson Cameroon

*Starts Civic Education Campaign*



**N**ELSON CAMEROUN has begun a civic education campaign over various media to educate the public of Yaoundé and Cameroon about the buses operated by LE BUS. The public has been watching, for some time now, advertising spots over the TV. These spots highlight the security, comfort and reliability that are trademarks of LE BUS urban transport service.

NELSON CAMEROUN has also printed several posters to be pasted at bus stops and buses to educate the public to adopt a more responsible behaviour as they ride the clean buses.

Elissar Wolber and her team at Nelson has been working tirelessly with the assistance and complicity of Le Bus Management to realize

the different communication strategies specified in the contract. The feedback received so far from the population shows more awareness and responsibility from riders as no major incident resulting from irresponsible behaviour has been registered in any of the buses.

Under the contract, Nelson Cameroon has also provided tickets for the buses.



*Elissar Wolber*

The partnership between NELSON CAMEROUN and LE BUS has been fruitful and very cordial as both teams are made composed of daring professionals who understand how much impact their actions have not only on their profit margins or image but also on the living standards of the population that LE BUS strives to serve.

Pour rendre votre trajet en bus  
encore plus agréable,

merci de respecter  
quelques règles de base

Merci de

céder votre siège  
aux personnes âgées, handicapées,  
mères et pères isolés



respecter le rang  
pour monter dans le bus



attendre le  
prochain bus  
si le bus est plein



faire appel à  
l'agent



Merci de ne pas

fumer



manger  
ou boire



cracher



insulter des  
coils  
(membres de l'équipe)



transporter des  
animaux  
(à l'exception de  
certains chiens de  
service)



vous disputer  
(à l'exception de  
certains chiens de  
service)



NELSON CAMEROUN

LES TICKETS SONT DISPONIBLES À L'INTERIEUR  
DES BUS AU PRIX DE 150 F SEULEMENT



88 DÉPARTEMENT DE LA ROUTE DE YAOUNDÉ

Avec Le Bus...



# Déplacez-vous comme vous en rêviez !



Le Bus, votre nouvelle compagnie de transport urbain

150 F



DES PRIVILEGES VIP A LA PORTEE DE TOUS



SE DÉPLACER MEILLEUR QU'AU MARIAGE...

Produced by



Bokwe Mofor



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