Go by Alight

Connecting brands with commuters

Overview

68% of people in England and Wales drive to and from work every week, making this a perfect moment to reach people on the move.

Go Office includes our entire network of 465+ premium digital billboards, connecting brands to communities on their journeys to and from work.

With prime locations across high traffic routes, **Go Office** delivers unmatched reach and visibility for high-impact national campaigns in over 190 towns and cities across the UK.

Source: RAC Foundation: GOV.UK – Transport Statistics Great Britain 2023

Reach
+10% UK adults

Availability
7am – 9am
5pm – 7pm
Weekdays

Reach comparison – Go 6% vs same budget spent at £800 per panel