

December 1, 2015

Travelling for 1€: megabus.com launches its first viral advertising campaign to promote to the general public its prices mega-competitive

Traveling in France for 1€? It is now possible since the arrival of megabus.com, European leader of the transportation of passengers by bus: 40 trips in France are now available on megabus.com from €1 (+€0.50 booking fee).

For an exceptional offer, an original campaign: to advertise the offer of megabus.com, 500 persons have made a massive human GIF. Orchestrated by the agency FCB Paris, the GIF aimed to record that megabus.com proposed quality offers to low cost prices.

The advertising campaign is also the occasion for megabus.com to announce 50,000 free tickets in Europe, and the continuity of the service during the whole Christmas season.

And take a look at the [campaign #MEGAhumangif](#):

The Mega Human Gif on Facebook <http://bit.ly/MEGAHumanGIF>

Notes to Editors:

*All bookings are subject to a 50cent booking fee

** Under the new law, less than 50% of seats can be sold for domestic travel on international journeys.

Stagecoach Group

- Stagecoach Group is an international public transport group, with extensive operations in the UK, mainland Europe, the United States and Canada. Stagecoach carries around 3 million passengers a day across its transport businesses. The Group employs around 39,000 people, and operates around 13,000 buses, coaches, trains and trams.
- Stagecoach is one of the UK's biggest bus and coach operators with around 8,500 buses and coaches. The Group's business includes major city bus operations in London, Liverpool, Newcastle, Hull, Manchester, Oxford, Sheffield and Cambridge.

Low-cost coach service, megabus.com, operates a network of inter-city services across the UK and continental Europe.

- Stagecoach is a major UK rail operator, running the South West Trains, Island Line and East Midlands Trains networks. It has also partnered with Virgin to run the East Coast and West Coast inter-city rail franchises.
- Stagecoach operates the Supertram light rail network in Sheffield.
- In North America, Stagecoach operates around 2,400 buses and coaches in the United States and Canada. megabus.com links around 130 key locations in North America. Stagecoach is also involved in operating commuter, transit, contracted, charter, airport shuttle and sightseeing services.

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