Andy Murray Promotes HEAD Tennis Radical Range in London

Tuesday 24 November, 2015

British tennis star Andy Murray has been spreading the word about his new HEAD Tennis Radical racquet, being chauffeured in style across the capital in a fantastic new branded black cab.

Coordinated by London Taxi Advertising and HEAD Tennis, the campaign celebrates the launch of the 'radical future of tennis,' with full livery cabs standing out on the streets of the city. Murray himself travelled to HEAD's launch event at iconic sports retail store LDN19 in the back of a taxi - he even took to Facebook to show his support for the campaign! Check out his post here.

The stylish taxi livery is a striking red and black design, catching the eyes of tennis fans and shoppers in the capital. **Full wrap taxi advertising** is a fantastic way to reach a large audience and guarantee high brand exposure in busy urban environments.

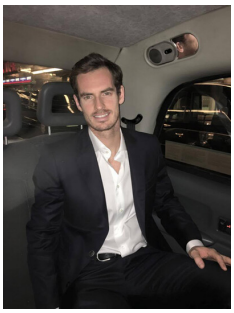
Sales Director of London Taxi Advertising, Paul Tremarco, provide the following statement on the campaign:

> *"LTA is delighted to have coordinated this brilliant cab campaign with HEAD Tennis, and we're all thrilled that Andy Murray himself is obviously very pleased with the taxi livery. A lot of us are big tennis fans so it's great that he's shared pictures of the campaign on his Facebook page - we hope we has some great success with his new Radical racquet!"*

The British number one is currently preparing for the upcoming Davis Cup finals, with Great Britain taking on Belgium. You can view the fantastic promotional video - starring the LTA taxi and Andy himself - by clicking the link below!

https://www.youtube.com/watch?v=RWhyQumlbrM

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