

APA Property Services Ltd. Transforms London's Taxis

Thursday 18 September, 2014

An Essex-based chartered surveying practice has launched a branded full livery taxi campaign in London.

Coordinated by [London Taxi Advertising](#), the colourful wrapped cabs will be taking [APA Property Services Ltd.](#) to audiences throughout the capital and advertising the company's services as a chartered surveyor.

With use of a striking colour palette and bold company logo, the taxis are bound to create real impact and presence throughout the city streets, becoming instantly recognisable thanks to a striking purple wrap.

APA is making full use of the advertising space available by also using the taxi to highlight some of the key services offered; including pre-purchase building surveys and property valuation.

[Full wrap advertising](#) on London's black cabs is a fantastic way to transform an iconic part of the capital's cityscape into a branded mobile billboard and enable reach to key consumers right throughout the city.

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