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.

Media:



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