Beefeater Gin leads the way for London Cocktail Week

Friday 11 October, 2013

They've done it before and now they're back for more – having partnered with Transport Media since 2009 to coordinate promotional taxi stunts, Beefeater Gin is sending a fleet of vehicles out for this year's London Cocktail Week which takes place from the 7th to 13th October.

Taxis will showcase the iconic Beefeater brand throughout the event, as they transport passengers between dedicated pop-up spaces at Seven Dials and selected bars in Soho, running during the peak activity period between 6:30pm and 9:30pm. Wristbands priced at £10 are on sale to give consumers permission to maximise on London Cocktail Week drinks offers, master classes, seminars and parties.

Launching in 2010, London Cocktail Week has steadily snowballed through the city, leaving a trail of mint leaves and lime juice as tens of thousands of cocktails are shaken and poured. The promotional Beefeater taxis will establish a presence for the brand amongst existing London Cocktail Week attendees, whilst also provoking hype amongst uninformed audiences.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "Transport Media are proud to hold a longstanding advertising relationship with Beefeater Gin. The infamous Beefeater Gin branding will work in conjunction with one of London's most iconic components, the black cab, allowing the company to position themselves at the forefront of the festivities."

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