

## Blacks and Jack Wolfskin promote Outdoors

Tuesday 12 November, 2013

Outdoor clothing label Jack Wolfskin and British retailer Blacks have united with [London Taxi Advertising](#), with both brands appearing in an advertisement campaign encouraging the public to purchase Jack Wolfskin products at Blacks stores.

The [taxi superside advertising](#) format will allow Blacks to maintain their black branding thanks to the underlying taxi body, with Jack Wolfskin projecting images of their outerwear along the cab doors. Both brand logos feature in the artwork, with the Blacks website facilitating online shopping.

The use of taxi advertising in central London will place the two brands central to large footfall retail spaces, as cabs transport passengers to and from shopping centres and high streets. Supersides allow artwork to become a key part of the outdoor landscape, reaching broad audiences of both road users and pedestrians.

### Media:



### Related Sectors:

Men's Interest :: Retail & Fashion ::

### Related Keywords:

Taxi :: Advertising :: Blacks ::  
Jack Wolfskin :: Outdoor ::  
Clothing ::

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## Company Contact:

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