

Bobbi Brown gets lippy with London Taxi Advertising

Thursday 21 November, 2013

Cosmetics brand Bobbi Brown has appointed [London Taxi Advertising](#) to coordinate a superside advertising campaign, promoting their first ever UK store opening at London's Westfield White City shopping centre.

Utilising the elegant black cab exterior, Bobbi Brown will be presented across the taxi superside, surrounding the Bobbi Brown logo with a sequentially repeated image of lipstick tubes in various rosy shades.

The [superside advertising](#) format is commonly used for event launches, offering short-term and high-frequency coverage of key urban areas. Dominating both sides of the taxi, Bobbi Brown will gain exposure across prime retail audiences as the vehicles traverse the streets of London.

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