

# Broadsheet Coverage for LTA Amazing China Taxi Livery Campaign Ahead of Chinese Government State Visit

Wednesday 21 October, 2015

London Taxi Advertising is proud to showcase national coverage of one of its latest advertising campaigns, with our fantastic ads with the 2015 Amazing China Mobile Phone Photo Contest gaining front page exposure in a popular broadsheet publication.

This fantastic feature showcases the current superside advertising campaign being run between LTA and China Daily, the organiser behind the photography contest, which sees a fleet of 50 iconic London black cabs carry examples of the finest images of beautiful China across the UK capital. The campaign, which commenced on Sunday 18 October, has been strategically planned to tie in with the state visit of Chinese President Xi Jinping to the United Kingdom, with the spectacular Chinese scenery and landmarks standing out against the busy London traffic.

All of the images used on the famous London taxis have been chosen from entries to the Geely Cup 2015 Amazing China Mobile Phone Photo Contest, with a grand opening ceremony in London's Chinatown district catching the eye of the capital's Chinese community, as well as international tourists. Over 100 photographs have been chosen from over 8,000 competition entries, with the selected images on show on the cabs for the next month. The competition was launched in Beijing in August, and aims to show the world the beauty of China as captured through the lens of a mobile phone. The opening ceremony was attended by Madame Hu Pinghua, the wife of Chinese Ambassador to the UK, Liu Xiaoming.

Sales Director of London Taxi Advertising, Paul Tremarco, said:

*"London Taxi Advertising is very proud of this latest campaign, which features some fantastic entries from the Amazing China Photo Contest. We're delighted that this campaign has attracted the attention of the media and it's brilliant to be on the front page of a prestigious broadsheet publication. The campaign has been perfectly timed to coincide with the state visit of President Xi Jinping and the taxis will have a real impact on the streets of London."*

Deputy Editor-in-Chief of China Daily, Gao Anming, said:

*"China Daily was all along committed to tell the China story to the rest of the world. As the organiser of this contest, China Daily has not only collected excellent works beyond its expectation, but also demonstrated a new image of Amazing China for people at home and abroad from a unique and diverse perspective."*

Lord Michael Bates of the House of Lords conducted a two-month walking journey in China for charity during the contest. He said the journey enabled him to see a real and beautiful China. What captivated him most was the warmth and kindness of the ordinary Chinese people and, for him, Chinese people are the true beauty of China and they make China a great country.

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