Cab Guru Makes London Marketing Push with Ad Campaign & Amazon Competition

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Media Agency Group works with taxi comparison app on a new multi format ad campaign

Media Agency Group (MAG) has launched an exciting new advertising campaign in London, working with start-up app Cab Guru to raise brand awareness, increase app downloads and give three lucky people the chance to win hundreds of pounds worth of Amazon vouchers.

A wide range of advertising has been coordinated by Media Agency Group in the capital, with eye-catching out of home washroom panel ads targeting those in London pubs and bars. MAG has also arranged for 100,000 beermats to be distributed across 200 pubs in the city to target a large audience base and those who will actively be looking to use a cab in order to get home.

On top of this, a digital out of home campaign will be launched later this month with digital six sheet posters catching the eye of pedestrians and motorists in a busy urban environment. Prime media space has been secured in popular locations with high footfall including Tower Bridge, Shoreditch, Finchley Road and King's Road.

Cab Guru is a fantastic new mobile app which wants those in need of a taxi to "compare local, book local." It provides users with easy access to every local taxi and cab company in the United Kingdom to compare journey costs and arrival times before being able to book a trip directly through the app.

To celebrate this ambitious new marketing push, the washroom panel advertisements give those who spot the ads the chance to win up to £300 worth of Amazon vouchers - the public are being encouraged to snap a quick selfie with the poster, tweet it using the hashtag #cabguru and follow @cabguruapp on Twitter to enter. 1st prize is a £300 voucher, 2nd prize £100 and 3rd prize £50.

By advertising across a wide range of out of home formats, Cab Guru has been guaranteed a high exposure campaign. Eye-catching artwork has been designed by MAG's in-house creative team to attract maximum attention, with Cab Guru's bright and impactful branding turning heads across several media formats.

Managing Director of Media Agency Group, John Kehoe, said:

"MAG is thrilled to be working closely with Cab Guru on this great new marketing campaign in London. Through well-planned media buying and fantastic design work from our creative team we've been able to coordinate an effective advertising campaign for the new app which will undoubtedly raise its profile in a competitive marketplace. It's great to be with Cab Guru as they begin this exciting journey and we look forward to seeing the app grow in popularity."

Marketing manager of Cab Guru, Danielle Kinsella, said:

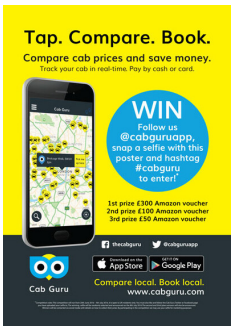
"Cab Guru is delighted to have launched its first major marketing push and it's fantastic to see our ads live and making an impression on the public. Working with Media Agency Group has allowed us to reach our ideal audience across several formats, and we're all confident that this campaign will yield great results for Cab Guru as we continue our already impressive growth."

About Cab Guru

Cab Guru was created with a single purpose – to be the better way to get a local cab. How do we do it? We give customers easy access to local cab companies in the UK, 24/7. So whether you are in London or Liverpool you can instantly compare journey costs and arrival times of different local cabs, then book one for a fixed price.

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