Cancer Research UK launches localised campaign with London Taxi Advertising

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Cancer Research UK has utilised taxis through London Taxi Advertising to help launch two localised taxi campaigns.

Nottingham and Oxford will both be exposed to Cancer Research UK's appeal, which uses hard-hitting statistics to effectively target each location.

The Nottingham campaign will feature on the city's taxi back doors and interior tip seats. The high-impact message explains to audiences how "Thanks to research, every year around 640 people in Nottingham will beat cancer." The campaign artwork proceeds to encourage passengers, fellow road users and pedestrians to help "beat cancer in Nottingham" by donating via a text response or visiting cruk.org – the Cancer Research UK website.

The format of superside taxi advertising is being deployed in Oxford alongside corresponding interior tip seat adverts. The "Oxford against cancer" campaign uses both sides of the taxi, with one reading; "every week 12 people in Oxford will hear the words 'you have cancer'", and the other; "Life-saving research in Oxford is helping to beat cancer sooner."

Audiences are encouraged to donate or get involved by visiting cruk.org.

Taxi advertising is a fantastic format to display a targeted campaign and really engage with people in a specific location. These engaging, colourful campaigns are a hard-hitting yet personal way of raising awareness and encouraging people to help tackle cancer close to home.

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London Taxi Advertising

T. 0203 411 1777
E. news@londontaxiadvertising.com
W. https://www.londontaxiadvertising.com/

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