Chapati & Karak Serves London

Friday 1 November, 2013

London Taxi Advertising is bringing a taste of the Middle East to the city, as authentic Qatari café Chapati & Karak showcases the opening of a UK branch. A three-month advertising campaign will run through London, guiding the public to experience Arabic culture in the high-end district of Knightsbridge.

The branded taxis utilise the format of superside adverts, presenting one side in Arabic text and the other side in English. The image of sweet karak tea accompanied by a basket of chapati bread is featured along the rear passenger door, illustrating the adjacent Chapati & Karak café logo. The address of 144 Brompton Road is included in the design, with the word “soon” communicating the café’s pending opening.

The option to communicate the campaign in both Arabic and English will ensure that the message reaches London’s food lovers in addition to being welcomed by international visitors. Originating in the Qatar cultural village of Katara, the traditional café will permeate key urban audiences thanks to its position on this iconic outdoor platform. With taxis transporting largely ABC1 audiences, Chapati & Karak will effectively draw passengers to its location alongside luxury department store Harrods.

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