Coms Call in to the Capital with London Taxi Advertising

Tuesday 15 April, 2014

Coms, leading providers of telecommunications and IT services to UK business and industry, have embarked on an advertising campaign with London Taxi Advertising.

Fully wrapped taxi cabs will be deployed throughout the capital, brightly advertising Coms and its services throughout London and beyond.

With “inspiring businesses with the solutions we provide” proudly emblazoned on the cab’s side, the striking format is clearly in-keeping with the company’s brand; helping to build and develop brand awareness and reputation.

The Coms website is also clearly displayed, acting as a call to action to encourage consumers to go online and find out more about the communication services the company provides.

Full livery taxi advertising is a fantastic way to target valuable consumers across a large area. Using the iconic canvas of a black cab and transforming it into a highly visible mobile billboard ensures that a brand’s message reaches consumers in areas that static advertising simply can’t.

Targeting the cab’s passengers, motorists and pedestrians, using this taxi advertising format in London creates the opportunity for Coms to influence a range of business people – whether locals or visitors to the city.

In addition, Coms is encouraging anyone who spots one of their eyecatching taxis to take a selfie with it and post it on their Facebook or Twitter channels (tagging Coms in) with the hashtag #greencomscab. There is a prize of a round of golf for two or a spa day at the luxurious Oxfordshire Golf and Spa resort up for grabs for the best selfie.

Eastablished in 2005, Coms offers a range of telecoms and IT services to businesses. From hosted VoIP telephony to smart buildings and broadband to business infrastructure, Coms offers an unrivalled service built on innovation, passion and dedication. For more information on Coms, visit www.coms.com

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