Everton Football Club uses Taxis to Make the Season

Thursday 19 December, 2013

Everton Football Club has launched a regional taxi advertising campaign across Merseyside, promoting their festive 2013/14 Half Season Ticket sale under the initiative ‘get something you really want’.

A fleet of elegant black cabs will have their liveries adorned with Everton Football Club superside adverts, delivering the club’s logo and campaign strapline along the centre accompanied by a booking telephone number. A snowflake pattern along the base acknowledges the gift-giving Christmas period, with “make the season” indicating that a 2013/14 Half Season Ticket would be a distinctive present for any Toffees fan.

Taxi advertising is a highly effective method of exposing Everton’s message to a select geographical area, increasing visibility across a relevant audience due to fans using taxis as match day transport. By targeting Merseyside, the branded fleet of cabs will reach a concentrated population of Everton fans, with a greater number of impressions over the festive season as the public turn to taxis for Christmas shopping and socialising.

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