Garmin Leads The Way with Nationwide Taxi Campaign

Wednesday 20 August, 2014

Garmin Europe Ltd. has appointed London Taxi Advertising to launch a nationwide advertising campaign.

The three month taxi advertising initiative will launch in August and run across four major UK cities. London, Belfast, Liverpool and Manchester will all be exposed to the campaign which uses a sleek design and clear branding to encourage drivers to 'upgrade to the Global Sat Nav Leader'.

Effectively using the superside format, the white background contrasts with the iconic black cab to create a striking advert which will demand attention from audiences throughout each city.

Every taxi cab bearing the Garmin campaign will also be helpfully provided with the latest Garmin 2529LMT-D Sat Nav device. Even during the city rush hours, taxi drivers will now be able to navigate the streets by the most effective route!

Advertising on taxi supersides is a fantastic opportunity to effectively promote a brand to a vast audience spanning a large target area. Placing the advert directly in front of city drivers is a great way to engage with a captive audience – one that spends a significant amount of time in stationary or slow moving traffic and has time to absorb a brand message.

Garmin are a leading producer of consumer and professional grade GPS receivers.

You can find out more by visiting Garmin.com

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