

#HailTheDrum! Media Agency Group drive The Drum in to London's Advertising Week Europe

Monday 31 March, 2014

Media Agency Group has partnered with The Drum to launch a branded taxi campaign at this year's Advertising Week Europe.

The Drum's very own taxi, provided by [Media Agency Group](#), will be deployed in the capital on Monday 31st March and Tuesday 1st April to transport VIPs as they make their way around Ad Week. Partnering with Hailo, The Drum will be offering free rides in return for interviews with interesting folk.

The striking [full liveried cab](#) is emblazoned with The Drum's logo, making it the cab to be seen in for the 14,000 some attendees due to attend the four day event. Transforming the iconic London black cab into a mobile marketing tool creates the ideal advertising format to burst onto the scene and target key audiences across the capital.

Now in its second year, Advertising Week Europe is an unrivalled event in bringing together the world's marketing and communications experts in an assembly of the industry's best and brightest leaders. As the UK's largest marketing website by unique views, as well as being recognised as the PPA Magazine of the Year and Media Brand of the Year, Advertising Week is the perfect home for The Drum.

The hashtag #hailthedrum is also going to be launched across social media, with people using the hashtag to inform The Drum of their location for the chance to hitch a ride in the cab.

Media Agency Group CEO, Lee Dentith said:

"We are delighted to be working with The Drum during Advertising Week Europe in transporting key attendees across London. The striking cab design looks extremely effective, and will undoubtedly be a real presence during Ad Week's opening days."

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