Hidden Hearing and LTA help London choose the road to clearer hearing

Tuesday 22 July, 2014

Digital hearing aid specialist - Hidden Hearing,is launching a multi-format taxi campaign across the capital with London Taxi Advertising.

Using the formats of taxi superside and full livery advertising, the company are promoting three of their London centres and offer of “free hearing tests” with a colourful and eye-catching campaign.

The fully wrapped black cabs use the whole creative space of the taxi to boldly display the offer. A simple white background features an attractive, colourful Pleasure of Sound illustration as a great way to demand attention from audiences. A contact number is also clearly displayed to encourage consumers to call and discover more about the hearing test, and Hidden Hearing.

Superside advertising is being used to drive the campaign throughout Greater London. Using the strapline “The road to clearer hearing”, the creative clearly promotes the addresses of the company’s three central London hearing centres, whilst also supporting their numerous other London-based centres, in locations including Croydon, Kingston and Finchley.

Hidden Hearing’s London campaign is being further reinforced with the use of interior advertising. Branded tip seats and receipt pads offer a fantastic opportunity for continuation of a campaign, and Hidden Hearing is using this opportunity to promote the London Hearing Event on the 11th and 12th of September.

Engaging with a captive audience inside London’s cabs is a fantastic way to maximise impact and ensure a message is fully absorbed and acted on, helping marketers see real ROI from their taxi advertising campaign. With London renowned for its hustle and bustle, this campaign is perfectly positioned to appeal to those struggling to hear above the city noise.

Hidden Hearing is the UK’s leading suppliers of hearing aids and is offering free no obligation hearing tests for those concerned or curious to check. With over 40 years of experience, their network of hearing centres and professionals spans the whole country; with 84 centres across the UK.

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