Indonesia Minister Tours London in Branded Black Cab

Monday 9 November, 2015

Minister of Tourism of Indonesia, Arief Yahya, was chauffeured in style at this year's World Travel Market in London in a branded taxi cab celebrating **Wonderful Indonesia**. Joined by Miss Tourism Indonesia 2014, Nawan Wulan Hanafi, the Minister was taken on a tour of the city before the beautiful taxis stood proudly outside the event at ExCeL London.

The ongoing campaign, coordinated by London Taxi Advertising, sees a range of stunning superside ads making an impact on the streets of the capital, with colourful creatives celebrating Indonesia's beauty and promoting the country as an enticing tourist destination during the chilly months of the British winter. The campaign is also complemented with internal tip seat advertising and receipt pad branding.

Mr. Yahya posed for a series of pictures with the taxis, with the eye-catching artwork providing Wonderful Indonesia with a stand-out presence at world's largest even for travel industry professionals, the World Travel Market. The Minister was all smiles as the taxi's presence became a major talking point of the WTM, making the headlines with a feature on BBC Indonesia.Sales Director of London Taxi Advertising, **Paul Tremarco**, was delighted to generate high exposure for the national of Indonesia with this campaign. He said:

> *"London Taxi Advertising is very proud of the fantastic campaign we've coordinated with Wonderful Indonesia, and it's brilliant that the Minister of Tourism was able to experience the city of London in the back one of our branded cabs. Indonesia's strong presence at the World Travel Market highlights what an amazing impact taxi advertising in the capital can have, with this new campaign really catching the eye of attendees at the WTM."*

Media:













Related Sectors:

Government :: Media & Marketing :: Travel & Tourism ::

Related Keywords:

Indonesia :: Arief Yahya :: Tourism :: Travel :: World Travel Market :: wtm15 :: Taxi Advertising :: London :: Asia :: Wonderful Indonesia :: Superside Advertising :: Lta ::

Scan Me:

Company Contact:

_

London Taxi Advertising

T. 0203 411 1777
E. news@londontaxiadvertising.com
W. https://www.londontaxiadvertising.com/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.londontaxiadvertising.pressat.co.uk