London Cabs Carry Snow Software Branding in New Transport Media Campaign

Thursday 1 October, 2015

Transport Media is pleased to showcase some of its latest **taxi advertising** work, with a new campaign coordinated alongside world asset management leader, Snow Software.

A fleet of iconic London black cabs has been decked out in the eye-catching sky blue branding of Snow in a campaign also promoting last weekend's Gartner IT Financial, Procurement & Asset Management Summit.

Superside advertisements gave Snow an increased brand presence across the capital, standing out in busy London traffic and encouraging London residents, shoppers and commuters to visit its website. Advertising with taxi supersides provides brands with a cost-effective marketing solution to promote themselves on the move. Delivering high-frequency exposure in crowded cities, superside advertising is a great way of reaching a large audience.

Snow Software empowers thousands of organisations to optimise software licenses and reduce costs by managing software consumption across all devices and platforms. For more information on its range of services visit www.snowsoftware.com.

Managing Director of Transport Media's parent company Media Agency Group, John Kehoe, said:

> "Taxi advertising provides a perfect media solution for brands looking to increase their presence in a city, and this latest campaign with Snow Software has seen them reach a large audience of Londoners around the capital. We think the cabs look fantastic and we look forward to working together in the future once again.

Media:





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