London Taxi Advertising and Mahou give Londoners the ultimate Spanish experience

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London Taxi Advertising is bringing a flavour of Spain to London with a taxi advertising initiative for Spanish beer brand, Mahou.

Part of the Mahou-San Miguel brand, Mahou will arrive in the capital in style by being emblazoned onto a fleet of the city's iconic black cabs.

Mahou is transforming the capital's taxis with the full livery advertising format. Maximising the advertising opportunity offered by taxis, branding will feature on both the exterior and interior of the cab.

Mahou is also coordinating promotional activity to support the taxi advertising launch; encouraging spontaneity and giving Londoners a little taste of what being Spanish is truly about.

At specific locations throughout London, the public will be invited to spin a customised 'Mahou 5 Star Spins' wheel for the opportunity to win the ultimate taxi experience.

Amongst the prizes on offer is the chance to be chauffeured by one of Mahou's branded cabs to enjoy a complimentary meal at Canary Wharf's Iberica La Terraza. Once inside the cab, winners can enjoy a cool bottle of Mahou whilst being transported to sunny Spain with traditional Spanish music set against a Spanish back drop.

Other prizes on offer include a free bottle of beer and an all-expenses paid trip to Madrid.

Combining promotional activity with the striking presence of the cabs is a fantastic way for Mahou to maximise engagement between brand and consumer across the whole of the capital.

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