

London Taxi Advertising Announces New Website Launch

Friday 28 March, 2014

London Taxi Advertising is pleased to announce the launch of its brand new website, londontaxiadvertising.com.

Promoting their status as the UK's leading taxi advertising specialists, the sleek and stylish website creates a perfect place for consumers to fully understand the comprehensive services and benefits that London Taxi Advertising offer.

London Taxi Advertising is delighted to showcase a striking [new animated video](#) on their homepage, which takes viewers on a journey of the UK's taxi advertising landscape and the company's previous advertising work for clients, whilst also displaying the endless advertising opportunities that are available. The video highlights impressive statistics – the company has access to over 18,000 cabs across the UK, with over 30 million people each week seeing London Taxi Advertising's campaigns.

Based around the iconic London city-scape and colour scheme, the website is designed to allow users to easily navigate through the advertising formats available. Its 'Locations' and 'Formats' sections provide in-depth information and statistics to help customers decide on the most effective advertising format to best meet their marketing objectives.

LTA provide taxi advertising in London and across the whole of the UK, transporting brands and driving their key messages nationwide. Their in-house team of specialists can create the designs, before wrapping the taxis and organising campaign timings and delivery to the road. Clients also benefit from a range of PR and interactive services. Previous clients include Vita Coco, Antler, Beefeater, Ryanair, Jelly Belly and Fed Ex.

London Taxi Advertising's sales director Paul Tremarco, said:

"We are delighted to launch our new website as a platform to showcase our clients' work. Taxi advertising is such an effective marketing tool, and we are dedicated to offering our clients the best service possible for their brand – something that this new website strengthens with its ease of accessibility and breadth of information."

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