London Taxi Advertising drives Oman Air into the Capital

Wednesday 14 May, 2014

Oman Air has partnered with London Taxi Advertising to launch a major advertising campaign across the capital.

A fleet of full liveried cabs will take to London's streets, attracting attention and interest with their striking designs and distinctive branding.

The iconic cabs have lent their creative space to be completely enveloped by Oman Air - featuring images of Oman on one side, together with stunning photographs of either Sri Lanka, Maldives, India or Thailand on the other.

London Taxi Advertising Sales Director, Paul Tremarco said:
"London Taxi Advertising has a long-standing relationship with middle eastern clients, and we are delighted to be part of this exciting project with Oman Air. Full wrap taxi adverts are an ideal way to target London's vast audience of travellers, acting as a mobile billboard to ensure maximum reach of Oman Air's message to people right throughout the city."

As the only airline to fly daily, non-stop from London Heathrow to Muscat, Oman, this is the first time the airline has undertaken a taxi advertising campaign of this scale in the city.

Acting Country Manager, UK and Ireland, Mr Jamal Al Azki (seen here at the launch of the campaign at Tower Bridge, London) said:
"The quintessentially British black cab provides the perfect platform to promote the Oman Air brand in a unique and dynamic way. We are confident that the taxis will become a talking point and will generate interest in visiting Oman, with its breath-taking landscapes and unparalleled hospitality."

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