

London Taxi Advertising goes nuts for Vita Coco

Tuesday 10 September, 2013

Natural, nutrient-filled drinks brand Vita Coco have instructed **London Taxi Advertising** to penetrate London's trendsetting and health-conscious public, with a 50-strong fleet of branded taxis in the city.

The [full livery taxi advertising](#) initiative kicks off in September 2013, remaining on display for a total of 12 months in order to fully establish Vita Coco throughout London's plethora of influential figures and urban professionals.

The iconic taxi format will transport blue Vita Coco skies across London, projecting the exotic, palm-tree-infused image over a frequent stream of pedestrians. The brand name will be amplified thanks to clear long-range visibility, maintaining and reinforcing its presence over the duration of the campaign.

Advertising on taxis is a powerful method of projecting a brand, and the fully wrapped blue vehicles will offer an unavoidable platform for Vita Coco amongst a bustling major city. By accessing the heart of London, the taxis will also enjoy prolonged dwell time due to congested traffic and heavily populated streets.

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