

London Taxi Advertising joins together Sandals and Barbados

Tuesday 21 January, 2014

Caribbean holiday resort company Sandals are joining forces with the Barbados tourism board to encourage the population of Greater Manchester to chase the sunshine this year. Booked through marketing agency Mirabelle, the campaign will target the public through the cold winter months and continue into spring, prompting them to consider the Caribbean country of Barbados as this year's holiday choice.

[London Taxi Advertising](#) will provide the branded fleet for a total of 6 months, establishing a presence for Sandals and Barbados in one of the UK's leading cities. As the UK's third busiest airport, Manchester International Airport, is within easy reach of the city centre and surrounding towns, Manchester is a great location for showcasing tourism campaigns, as the airport also offers direct flights to Barbados.

The use of [taxi supersedes advertising](#) will allow Sandals and Visit Barbados to saturate the streets of Manchester with this striking creative. Tempting the city with images of the exotic country, the taxis are designed to bring Barbados to the forefront of the tourism market during the peak holiday booking period.

Media:



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