London Taxi Advertising showcases Erotica 2013

Tuesday 8 October, 2013

This year's Erotica convention, the largest in the world of its kind, will gain publicity in a campaign from London Taxi Advertising. Taking place from the 25th to 27th October, the event will provide stalls, performances, art and even workshops at London's Tobacco Dock venue.

Featured on fully wrapped liveries, Erotica will permeate London with its conspicuous logo placed along the taxi superside. The cab will draw attention from its half white, half black background, with the event location, website and social media hashtag integrated into the design.

Having been in operation since 1997, the Erotica convention has steadily accumulated avid followers and attendees, with previous guests including burlesque icon Dita von Teese and London fetish club Torture Garden. Advertising on taxis is an unavoidable method of forcing brands into the public eye, acting as a high-impact noticeboard across the city streets. The prolific nature of full taxi livery advertising will allow Erotica 2013 to stand alongside the city's pioneering attractions, placing it at the forefront of London's upcoming event options.

This year's event promises pioneering adult lifestyle and sexual wellbeing components, from lingerie and fetish furniture right through to cabaret and theatre, with performers set to include Beatrix von Bourbon, Missy Macabre and Hugo Desmarais. Tickets are available through erotica-uk.com, with entry prices starting at less than £20 and culminating with a VIP, all-inclusive weekend package priced at £141.19.

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