Londoners are encouraged to unwrap Pimlico Road with London Taxi Advertising

Thursday 1 May, 2014

The Pimlico Road Design District is using the high impact advertising format of full livery taxis to promote its standing as London's premier destination for interior design, art, antiques and fine furniture.

Reflecting the variety of products and services available in the Pimlico Road district, the taxi has been designed to look like a glamorous present waiting to be unwrapped. The striking design has "thepimlicoroad.com" emblazoned on its side, encouraging audiences to find out more about the inspirational designers, manufacturers and retailers available in the area.

As a hugely iconic feature of the London landscape, black taxi cabs create a unique and eye-catching format to make a brand or campaign visible in the city.

Maximising the impact that taxi advertising has the opportunity to create, corresponding branded tip seats and receipt pads are being used to ensure the taxi's passengers can fully absorb and appreciate what Pimlico Road has to offer.

The Pimlico Road village borders the cosmopolitan communities of Chelsea and Belgravia, and has long been established as an area catering for the discerning shopper.

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