LTA Brings easyGroup to the Streets of London

Wednesday 26 August, 2015

London Taxi Advertising is proud to draw attention to one of its latest taxi advertising campaigns to hit the streets of the capital. LTA has coordinated a fantastic new full livery campaign to promote easyGroup, the brand responsible for a number of 'easy' companies, including airline easyJet.

This exciting campaign sees the traditional London taxi transformed, with the standard black making way for easyGroup's famous bright orange and white colour scheme. **The full livery taxis** will have a striking presence on residents, commuters and tourists in the city due to the eye-catching nature of the imposing creative.

Aimed at **increasing brand awareness** and driving traffic to easyGroup's online site, www.easy.com, the campaign has guaranteed the company high exposure, with full livery advertising in the busy city of London a perfect way to attract potential customers from a range of demographics. Taxi advertising offers brand exposure like no other medium, with full livery cabs acting as **effective mobile billboards** that can allow businesses to promote their advertisements in front of millions.

The easyGroup is the private investment of Stelios Haji-Ioannou, the serial entrepreneur, and licenses several easy-branded businesses including easyCar, easyHotel, easyProperty, easyGym, easyBus and, of course, **easyJet**.

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