LTA Encourages London to Explore with New Ad Campaign

Monday 30 March, 2015

London Taxi Advertising is running a new campaign with adventure travel experts Explore, with a number of branded cabs in the capital carrying eye-catching advertisements.

The campaign features wonderfully-designed, striking superside advertisements, which are set to become a common sight on taxis across London as they stand out against the rest of the traffic in the capital.

This campaign is perfectly timed, as more and more people begin to look at holiday options for their upcoming Easter or summer breaks. The advert artwork showcases the variety of destinations available to Explore customers, with stunning images featuring the iconic Taj Mahal, safari breaks and many more set to brighten up the busy streets of the city. Coupled with the message 'Don't just travel: explore!' the ads will encourage the London public to consider a holiday to one of Explore's fantastic destinations.

Explore have been running group adventure holidays since 1981, and their experience and knowledge makes them one of the most trusted tour operators in the UK. Their new 'Don't Just Travel website (www.dontjusttravel.co.uk) offers visitors inspirational holidays to destinations across the globe at affordable prices.

The colourful and well-designed advertisements transform London's iconic black cab to create a high visibility and strategically-planned campaign, ideal for capturing the attention of the city's on-the-move audience, from commuters and passengers to pedestrians. Taxi advertising is one of the greatest and most cost-effective ways to reach a large and varied target audience, and make a strong impact on the busy streets of London.

Media:



EXPLORE!



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