

## LTA launches London campaign for The Falkland Island Tourist Board

Thursday 13 November, 2014

[London Taxi Advertising](#) is coordinating a full livery campaign for the Falkland Island Tourist Board.

Launching in London, [the fully wrapped taxi](#) cabs will help transform London's streets and engage audiences with attractive imagery and bright, engaging use of design.

Images of beautiful scenery and wildlife adorn the cabs, with the strapline "Where wildlife comes to you..." helping portray the Falkland Islands as a relaxing destination teeming with wildlife.

The campaign is perfectly timed to encourage Londoners disenchanted with the winter weather to consider a Christmas break to the Falklands.

From personal encounters with penguins and pinnipeds to discovering an unpolluted environment with fantastically clear blue skies, seamless horizons, vast open spaces and stunning white sand beaches, the Falkland Islands presents itself as the perfect rural getaway.

The colourful full wrap completely transforms London's iconic black cab to create a high visibility campaign ideal for capturing the attention of the city's on-the-move audience.

Acting as a mobile billboard, the full livery taxi format is a fantastic way to take a campaign message to commuters, fellow road users, pedestrians and passengers alike.

### Media:



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[Travel & Tourism](#) ::

### Related Keywords:

[Taxi Advertising](#) :: [Falklands](#) :: [Falkland Islands](#) :: [Full Livery](#) :: [Taxi](#) ::

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