LTA launches new Club Med campaign

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London Taxi Advertising is delighted to be coordinating a new campaign with Club Med.

The campaign will see a mixture of fully wrapped taxis and stunning superside advertisements become a common sight across London, with the bright colours and beautiful imagery sure to brighten up the gloomy January conditions in the Capital.

The taxis feature contrasting images on both sides, from warm and enticing tropical beaches to crisp, snowy ski slopes and mountain ranges. The campaign comes at the perfect time of year to encourage commuters to shake off the January blues and escape to a gorgeous, white sand beach or a take a seasonal trip to one of Club Med's fantastic ski resorts.

To celebrate the new campaign, Club Med are running a sensational social media competition, too. Anyone who spots one of the new taxis just needs to snap a picture, post it on Club Med's Facebook page or tweet it to @ClubMedUK, and get a fabulous £100 discount per person off their next luxurious break!

Club Med offer a range of fantastic getaways to some of the world's most exotic locations. Founded in 1950, it is affectionately referred to as the world's 'original all-inclusive resort.'

The colourful advertisements 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, from passengers to pedestrians. Taxi advertising is a fantastic way to reach a large and varied target audience and make a strong impact on the city.

Media:



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