Macmillan and LTA transform a London cab with What the Ladybird Heard

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Macmillan Children's Books has partnered with London Taxi Advertising to launch a taxi that every child and parent is going to want to travel in this summer.

Promoting best-selling children's book 'What the Ladybird Heard', a striking, colourful cab will take the story across the city, delighting audiences with its colourful and creative design.

The book's artwork completely envelops the fully-wrapped cabs, bringing a welcome splash of colour and fun into London's streets.

What the Ladybird Heard is another of the works of prize-winning author Julia Donaldson and illustrator Lydia Monks. A brand new play and read version is due to be published this month. Children's Laureate between 2011 and 2013, Julia is best known for some of the world's most-loved picture books, including The Gruffalo.

The taxi has also been used to transport Lydia to the Richmond Theatre for a live performance of What the Ladybird Heard.

Completely transforming London's black cabs, the yellow full livery design is bound to receive a lot of love from little fans of What the Ladybird Heard.

A fantastic format to make a brand highly visible in a city, fully wrapped taxis demand attention, extend reach and ensure impact.

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