Mayer Brown uses taxi advertising to drive service excellence into London

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Global legal services provider, Mayer Brown, has launched a city-based taxi advertising initiative with London Taxi Advertising.

Taxi cabs are proudly showcasing the Mayer Brown brand across the city; advertising its services as an international business law firm to the capital's business sector and beyond.

The sleek design of the advert completely envelops the exterior of London's black cabs, with the clean white background creating a visually striking appearance to cut through the city streets.

Branding on the superside of the taxi cabs carry the strapline 'Driving Service Excellence'. The campaign also extends to the interior tip seats, which maximises the impact of the message to passengers.

Mayer Brown has a significant presence throughout the Americas, Asia and Europe and provides a full range of commercial legal services to some of the world's largest companies.

By utilising one of the city's most iconic modes of transport, full livery taxi advertising is an ideal way to project a brand or business into London. The cabs can be positioned to target key audiences in prominent locations; whilst simultaneously reaching fellow road users, passengers and pedestrians.

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London Taxi Advertising

T. 0203 411 1777
E. news@londontaxiadvertising.com
W. https://www.londontaxiadvertising.com/

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