

# Media Agency Group Shows London 'The Power of Pistachios'

Tuesday 24 February, 2015

**Media Agency Group** is delighted to announce a new Central London-based advertising campaign with global public relations firm Ketchum, to promote the work of American Pistachio Growers and its 'The Power of Pistachios' message to a UK audience.

Having launched on 16 February, a full livery taxi campaign sees four iconic London black cabs and a bus fully wrapped in the striking green of American Pistachios. The taxi sides will also feature British cyclist Mark Cavendish, who officially endorses pistachios as his snack of choice. The interior of the taxis will promote the little green nut, with tip-seat advertising featuring a QR code and branded receipt pads, ensuring that passengers absorb and interact with the advertisements in a captive environment. The green taxis will be an eye-catching presence on the streets of Central London for six months. The fully wrapped bus decked out in American Pistachio branding will be touring the capital for a 12 week period, making an impressive change to the usual red London buses.

American Pistachio Growers is a voluntary agricultural organisation located in California that represent growers, processors and industry partners involved in the pistachio trade. Nutrition research, product development and market development are key activities conducted by the association, that is looking to spread the word about the nuts and their nutritional benefits to a London audience.

CEO of Media Agency Group, Lee Dentith, said: *"We're very pleased to be coordinating this new campaign with Ketchum and American Pistachio Growers. The fully-wrapped taxis and bus are incredibly eye-catching and are sure to make a real impact on the streets of Central London."*

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