Media Agency Group Teams Up with L’Oréal for Garnier ‘Miracle Wake Up Cream’ Luxurious London Taxi Campaign

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Media Agency Group is delighted to showcase its latest taxi advertising campaign in London, working with famous cosmetics and beauty company **L'Oréal** to promote its hair and skin care brand Garnier. Iconic London black cabs have been transformed externally and internally as part of a PR stunt by the French company as it encourages London to #WakeUp with its Miracle Wake Up Cream.

The eye-catching pink taxi livery advertising has guaranteed Garnier high exposure of its brand and its brand new anti-fatigue product as it stands out against the rest of the London traffic. Inside the branded taxis, passengers are treated to a relaxing pampering session and extra 'me time' complete with morning meditation, eye masks and a Garnier goodie bag containing a healthy morning snack and sample of Miracle Wake Up Cream.

Three cabs have been on the road, providing luxurious rides to a select few from the world of women's style and beauty including editors from magazines such as *Glamour*, *Elle*, *Heat*, *Look*, *Grazia*, *InStyle* and *Marie Claire*.

Garnier's Miracle range is revealing a NEW Miracle Wake Up Cream for the morning, with a de-tiring formula that fights the signs of fatigue and acts as a perfect smoothing base for make-up. Re-awaken the look of tired skin! It is available in stores now, RRP £12.99.

Managing Director of **Media Agency Group**, John Kehoe, said:

> “MAG is thrilled to have contributed to L'Oréal's current PR push for its new Garnier Skin Naturals product with this fantastic taxi livery campaign. The cabs look brilliant both inside and out and I'm sure that they'll get people talking as they stand out on the streets of London. We're very confident that the campaign will be a great success.

Media:





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