Miss G Couture Launches Branded Taxis with Transport Media

Wednesday 16 April, 2014

Transport Media are pleased to partner with Miss G Couture in furthering Media Agency Group's outdoor advertising campaign for the brand.

After the launch of billboard advertising last month, Transport Media are now deploying a fleet of taxis across some of the UK's biggest cities to further the reach of Miss G Couture.

Fully wrapped taxis in Liverpool, Manchester and Southport will all display Miss G Couture's advertising, promoting the brand to consumers throughout the cities.

Using the same artwork as previous campaigns reinforces Miss G Couture as a brand – helping to build nationwide recognition and promote their status as an on-trend, online fashion retailer.

Internal advertising will also be featured on the black cabs' tip seat and receipt pads; targeting valuable ABC1 consumers whether a taxi passenger, motorist or pedestrian.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith said:

"We are delighted to be continuing our relationship with Miss G Couture through taxi advertising. Promoting the brand across these influential cities will ensure reach to a vast audience, and act as a mobile advertising format to reach consumers that may not be targeted by the brand's stationary ads."

Media:



Related Sectors:

Retail & Fashion :: Women & Beauty ::

Related Keywords:

Taxi Advertising :: London :: Miss G Couture :: Full Livery :: Taxi ::

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