NetBet Targets a London Audience with New Taxi Advertising Campaign

Tuesday 29 September, 2015

Online sportsbook and casino NetBet has joined forces with the UK's premier taxi advertising company, London Taxi Advertising, to launch a new campaign in the capital to increase awareness of the brand.

A number of famous London black cabs have been transformed to carry the stand-out NetBet branding in the form of superside advertisements.

The eye-catching creative in NetBet's signature white, black and red colour scheme has guaranteed the brand a high exposure campaign as the taxis stand out against the rest of the London traffic, helping to increase brand awareness and drive traffic to the NetBet website.

NetBet is offering new customers £50 on their first deposit, with a £200 bonus also available on its online casino service. The advertisements promote both of these USPs, and also carry the +18 gamble aware warning.

Sales Director of **London Taxi Advertising**, Paul Tremarco, said of the new NetBet campaign:

> *"NetBet is a growing name in the world of online betting, so as a business we're delighted to have coordinated this fantastic new taxi superside campaign. The cabs look fantastic and will have a strong presence on the streets of London as they travel across the city, working as effective mobile billboards."*

NetBet, www.netbet.com, are an established brand in regulated European markets including the UK, France, Italy, Spain, Ireland, Belgium and Romania. The company offers sports betting, online casino, and poker to its customers. The company are sponsors of Premier League football club West Bromwich Albion for the 2015 - 16 season, and they also sponsor St Etienne and Ajaccio in France.

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