

New Taxi Ads Bring San Diego Sunshine to London

Friday 15 January, 2016

London Taxi Advertising is bringing some summer sun to the gloomy streets of the capital this winter, with a new eye-catching campaign alongside ebookers.com to promote San Diego as a holiday destination.

A fleet of iconic London black cabs have been transformed to promote California's 'Beach City', with ebookers.com offering holidaymakers the chance to save up to 20% on hotels. The [superside taxi ads](#) will have a strong impact on Londoners over the coming weeks, with bright and summery artwork standing out against traffic and encouraging people to consider San Diego for their next trip abroad.

Taxi advertising in London will see the cabs reach their ideal target audience, with the capital home to a huge number of ABC1 professionals. As they travel across the busy city, the taxi advertisements will act as colourful mobile billboard which catch the eye of motorists and pedestrians.

Ebookers.com is encouraging Londoners to "say hello to good vibes" and book a trip to the amazing city of San Diego this year, and the online booking company is keen to promote the city as a tourist destination to the British public.

Sales Director of London Taxi Advertising, Paul Tremarco, said:

"The San Diego cabs look fantastic and are sure to stand out on the streets of London, especially during the bleak winter weather of the UK! Everyone at London Taxi Advertising is thrilled with how this campaign looks and we're sure that ebookers.com will be delighted with the results."

Follow London Taxi Advertising on Twitter for more updates [@LTA_TaxiAdverts](#)

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