Oxford Landing Estates brings a flavour of Australia to London with taxi ad campaign

Tuesday 17 June, 2014

Australia wine producer Oxford Landing Estates is launching a major advertising campaign with London Taxi Advertising.

Taxi superside advertising is being used to drive the company's message - and wine - right throughout the capital.

The branded campaign uses the strapline 'Get to know a real South Australian', and features a bottle of wine alongside images of the Oxford Landing vineyards and winery.

Oxford Landing is already a firm favourite with consumers, and is the number one best-selling Australian Sauvignon Blanc in the UK. This campaign will go on to consolidate the brand and its growth throughout the UK.

Using the iconic exterior of a London black cab is a high impact format to engage with consumers and effectively project the company into the UK marketplace.

External advertising is being further reinforced with interior taxi advertising to maximise reach and develop the brand's message. Tip seat advertising adds another dimension to the campaign by offering audiences the chance to win wine for a year by scanning the included QR code.

Established in 1958 by the Hill-Smith family, The Oxford Landing vineyard is situated on the banks of South Australia's majestic Murray River, and is headed up by winemaker Andrew La Nauze, Vineyard Manager Glynn Muster and Viticulturist Marty Burnell – who can also be found making an appearance on the tip seat advertising.

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