Percol Brings Coffee and Culture to the Streets of London with #CoolBeans Taxi Campaign

Monday 5 October, 2015

London Taxi Advertising has partnered with Fairtrade and Organic coffee brand Percol Coffee Co. as part of its #CoolBeans campaign, with a fleet of fully-wrapped London taxis descending on the streets of the capital

Promoting the coffee company's exciting range and flavours, the taxi campaign is bringing the **Percol** brand to London and making a huge impact amongst residents, commuters and tourists. A whole host of promotional activity is being coordinated to coincide with the arrival of the taxis, including radio advertising, product sampling, social media coverage and a mariachi band playing live across various spots in the capital!

The full livery taxi advertisements will ensure that the Percol brand reaches potential new consumers across the capital, with branded cabs acting as effective mobile billboards which target and reach millions each day. The campaign is also targeting passengers travelling in the iconic London black cab with internal tip seat advertising.

For over 25 years Percol Coffee Co. has worked with coffee producers from Central and South America to Indonesia, in an effort to bring the best tasting coffee from around the world to the UK whilst giving back to the farmers and environments that grow its delicious coffee beans.

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

> *"London Taxi Advertising is very proud to be involved with this Percol Coffee Co. Cool Beans campaign in the capital, and we're all delighted with how the taxis look. They're set to make a real impact on the streets of London and it's a real pleasure to be bringing the fantastic Percol brand to those in the city."*

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