

Qatar Airways kicks off FC Barcelona Partnership

Wednesday 20 November, 2013

[London Taxi Advertising](#) has launched a three-month advertising campaign for Qatar Airways, driving the international airline across the capital and showcasing their sponsorship of Barcelona Football Club.

The [full taxi livery](#) is wrapped in plum and indigo, projecting the strapline “a team that unites the world”, accompanied by the Qatar Airways and FC Barcelona logos.

By fully encasing the fleet of taxis, Qatar Airways will allow their brand to stand out in the saturated London landscape. The high-impact creative space offered by an entire cab exterior will force the campaign into the arms of hard-to-reach resident audiences and also visiting tourists, enhancing long-range visibility through the urban streets.

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