Quiz Taxi surprises London’s commuters with the holiday of a lifetime

Friday 31 October, 2014

London Taxi Advertising and the Austrian National Tourist Office have been surprising London's commuters with the chance to win a holiday of a lifetime – as well as a cab journey to remember.

For three days throughout October a branded Austrian Quiz Taxi has been travelling throughout the capital with British Olympic skier Graham Bell as its passenger.

Unsuspecting Londoners hailing a taxi have had the chance to join Graham and be in with the chance of winning a holiday to the Wilder Kaiser Brixental region; Austria's largest interconnected ski area.

The catch? Passengers have to spend their cab journey correctly answering a series of Austrian-themed questions. The highest scorers will be entered into a prize draw to win the ultimate Austrian trip.

Questions such as, "How many kilometres of pistes does the Skicircus Saalbach Hinterglemm Leogang have?" and "Where did Bridget Jones fall off the chair lift?" have been testing the wits of taxi passengers as they strive to answer the questions before their cab journey comes to an end. (Fortunately, multiple-choice answers were provided to give competitors a slight helping hand).

The fully wrapped cab has been coordinated by London Taxi Advertising. A stunning scenic picture of a mountainous Austrian landscape envelops the entire taxi exterior, with simple branding detailing the "Arrive and revive" strapline.

London Taxi Advertising Sales Director, Paul Tremarco said:

"This campaign goes to show the marketing possibilities that taxi advertising can provide. Use of stunning creative and an imaginative initiative have been combined perfectly to create a memorable campaign that is bound to create impact across the entire city."

Click here to watch the cab in action:
https://www.youtube.com/watch?v=IpwGLzJ_XvI&list=UUevFEQGutLNyKXCPPEcyH9A

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