Rihanna Takes to Instagram to Showcase London Taxi Advertising Campaign

Thursday 24 September, 2015

Global superstar **Rihanna** is celebrating the launch of her new fragrance, RiRi by Rihanna, with a fantastic taxi advertising campaign coordinated by **London Taxi Advertising**. The campaign sees the iconic London black cab given a makeover, with stunning superside advertisements carrying the eye-catching RiRi by Rihanna branding.

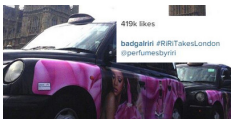
Rihanna herself is clearly delighted with how the taxis look, as she took to Instagram to share some brilliant images of the campaign across some iconic London locations. With over 26 million fans following the singer on the social network, the two images went down a storm, bringing in over 780,000 'likes' in total.

Coordinated to tie in with the year's biggest fashion event, London Fashion Week, the 'RiRi Takes London' taxi campaign has been strategically planned by LTA to target thousands of Londoners, commuters and visitors to LFW15 as they travel to and from locations across the city.

Sales Director of **London Taxi Advertising**, Paul Tremarco, said of this latest high profile campaign:

> *"London Taxi Advertising has a history of working with some of the biggest names in their respected industries, and this trend continues with this fantastic taxi advertising campaign promoting the new fragrance RiRi by Rihanna. We're delighted that Rihanna herself is obviously thrilled with the taxis and it's brilliant that she's been able to share this campaign on her personal Instagram account."*

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