Rotana to take London by storm with new Advertising Campaign

Monday 14 April, 2014

Rotana, the leading hospitality management company in the Middle East, Africa, South Asia and Eastern Europe, is embarking on a creative advertising campaign to raise awareness of its extensive portfolio of hotels and resorts with UK consumers.

In collaboration with Transport Media, a fleet of liveried taxis will be deployed across London from 14th April for a 12 month campaign.

Fully branded with the Rotana name and logo, the designs illustrate Rotana as the choice for “superb hotels and resorts”, with the website displayed as the call to action to view rates and book online.

The full livery design will be accompanied by corresponding interior taxi advertising, with branding on tipseats and receipt pads to engage with customers at every step of the journey.

The campaign will be reinforced in November with taxi superside adverts.

“The UK market is of great importance to Rotana and we hope that this creative campaign on London’s famed black cabs will further grow our brand awareness and drive interest in our hotels and resorts from UK customers,” said Omer Kaddouri, President & CEO of Rotana.

Lee Dentith, CEO of Transport Media’s parent company Media Agency Group, said: “London black cabs serve as the transport mode of choice for the capital’s business people. Using the high-impact and hugely effective mobile taxi advertising format will ensure reach to Rotana’s key target audiences throughout London and beyond.”

- Ends –

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