

# Sandals Cab Campaign Promotes Beautiful Barbados in Manchester

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London Taxi Advertising is continuing its work with Sandals Resorts, with a new stand-out superside campaign hitting the streets of Manchester. A fleet of black cabs have been decked out with beautiful Barbados branding, with Sandals and Visit Barbados working together to promote the fantastic resort to a UK audience.

The campaign has been booked through marketing agency Mirabelle, with the taxis encouraging Mancunians to consider Barbados for their upcoming summer holiday. The colourful creative uses Barbados' famous blue skies and seas, white sand beaches and luxurious surroundings to catch the eye of pedestrians and motorists in the city.

The campaign is perfectly timed, with the exotic artwork appealing to a UK audience during the gloomy months of the British winter, encouraging them to book a visit to "Barbados' only 5-star luxury included resort."

With a population of over 2.7 million living in the Greater Manchester region, and with the city in close proximity to Manchester Airport, taxi advertising in the North West can help travel and tourism campaigns make a major impact on a diverse yet relevant audience.

Paul Tremarco is the Sales Director of London Taxi Advertising, and has worked closely with Sandals and Mirabelle on several previous campaigns. He said:

*"It's always a pleasure to promote these fantastic holiday destinations, and this superside campaign for Sandals Barbados is one of the best yet. The ads in Manchester will make a real impact on millions and help to encourage people to visit this beautiful destination and enjoy the unrivalled luxury offered by Sandals."*

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