Saudia Continues UK Targeting with MAG London Taxi Campaign

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Media Agency Group is once again continuing its fantastic working relationship with international airline Saudia by coordinating an exciting new taxi advertising campaign in the capital. Stunning **superside advertisements** are bringing the national flag carrier of Saudi Arabia to the streets of central London in order to target residents of the capital, tourists and business travellers.A fleet of 200 iconic London black cabs has been transformed to carry Saudia's branding, and will give the airline a major presence on the streets of London. The campaign has also ensured that taxi passengers are reached inside the famous cabs, with **internal receipt pad branding** also coordinated by MAG in an effort to increase brand awareness of the airline.

Saudia is one of the world's most recognised international airlines, operating flights to over 120 destinations across the world. This latest advertising campaign follows on from MAG's out of home efforts earlier in the year, which saw advertisements target Londoners in some prime locations.

As Saudia continues to promote its flights and services to its UK market, MAG has once again delivered an effective campaign which will see the brand reach a huge audience of millions across central London and the rest of the city.

Managing Director of Media Agency Group, John Kehoe, said:

> "We've done some great with work with Saudia over the last few years and this latest taxi advertising campaign is no different. The artwork gives the airline a stand-out presence on the streets of the capital and is set to make a real impression on those across the city."

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