

## Snoopy & Charlie Brown Land in London with Carmex® Cabs

Friday 6 November, 2015

CARMEX® has teamed up with 20th Century FOX to mark the release of 'Snoopy and Charlie Brown: The Peanuts Movie,' due in cinemas December, and created a number of Limited Edition lids for its celebrated balm. London Taxi Advertising has been working alongside the Carmex team by creating eye catching taxi advertisements.

Coordinated by LTA, the campaign sees full wrap taxis stand out on the streets of London, Birmingham and Manchester, encouraging the public to collect all four pots and to #FindLinus, with prizes on offer for those who spot the 'Super Limited Edition character. Other characters available to collect are Snoopy, Charlie Brown and Sally, who all star on the [full livery](#) advertisement.

Showcasing the Carmex brand and Snoopy and Charlie Brown: The Peanuts Movie together side by side, the bright yellow taxis will be seen by residents, tourists and commuters in three of the UK's major cities, promoting both the film and the award-winning lip balm.

Those who are lucky enough to #FindLinus are being encouraged by Carmex to send a picture of the pot using #FindLinus on Twitter or Instagram for a chance to win exclusive prizes including Carmex and Snoopy official merchandise.

Sales Director of London Taxi Advertising, Paul Tremarco, said:

*"London Taxi Advertising is thrilled to be working with Carmex on this new campaign in collaboration with Snoopy and Charlie Brown: The Peanuts Movie. The taxis are making a real impact on the streets of London, Birmingham and Manchester and it's brilliant to be doing our bit to promote one of this year's biggest and most talked about movies. Carmex is running a fantastic competition to celebrate the launch of the film and we're sure that this LTA campaign will help to increase excitement amongst the public."*

*Snoopy and Charlie Brown: The Peanuts Movie will be release in cinemas in the UK on 21 December.*

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