Spotty Cars take the Tube with Out of Home International

Friday 18 October, 2013

Out of Home International and Enterprise Marketing Solutions have been appointed to enhance the re-brand launch of Spotty Cars, with an outdoor marketing strategy working to target the taxi firm's surrounding location of inner North West London. Lift escalator panels and 4-sheet billboards will access London Underground users, establishing a presence in Camden on the 21st October, followed by Chalk farm on the 11th November and Kentish Town on the 18th November.

Based on the importance of passenger safety so that passengers recognise their cab instantly upon arrival, and branded as "London's brightest mini cab service", Spotty Cars use a vibrant colour scheme to quickly gain awareness from the public. The campaign draws on their broad clientele with a variety of reasons to use Spotty Cars –such as "missed the last train" and "too many bags". The Spotty Cars website and contact number are presented along the lower quarter, with an iOS and Android logo encouraging the public to "download our apps".

Located in the heart of Camden, Spotty Cars will reach geographically relevant communities with a presence at Camden Town, Chalk Farm and Kentish Town tube stations. LEPs and 4 sheet billboards will both enjoy immediate exposure thanks to their digestible sizes, reaching every passenger that enters and exits the stations.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "By targeting London Underground users, Spotty Cars will establish themselves as an alternative method of transport during times when the tube is inappropriate – such as taking the stress out of sightseeing and to take you home after a night out."

Media:



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