Standard Bank Launches Superside Campaign in London

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Standard Bank, Africa's largest bank by assets and earnings, is using a taxi superside campaign coordinated by London Taxi Advertising to promote its corporate and investment banking business in London.

Displayed on London's black cabs, the clearly branded campaign uses the strapline; "They call it Africa, we call it home" to emphasise the bank's African roots. An outline of the African continent is used in a contrasting colour to stand out amongst the tranquil colours of the superside background.

The campaign launched recently to coincide with Standard Bank's annual Africa Investors Conference, which took place in London and was attended by African government ministers, central bank governors, institutional investors and corporates from numerous African countries.

Prominently featured on the sides of London's black taxis, Standard Bank's campaign is perfectly positioned to reach international visitors, fellow road users, pedestrians and passengers throughout the capital.

Featuring on both sides of the taxi, superside advertising offers great brand exposure and superb street impact. Not restrained by location or route, taxis provide the opportunity to drive a brand's message far and wide.

The Standard Bank Group is one of Africa's largest financial services organisations; operating in 32 countries around the world, including the UK.

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