

Texas Offers a Winter Alternative with Transport Media

Wednesday 20 November, 2013

[Transport Media](#) are working with creative agency MDS Ideas to project a central London campaign for Texas Tourism. A four-week [taxi advertising](#) initiative is running through November, encouraging Londoners to explore Texas as a holiday destination - vehicle supersides will display the artwork, reinforced by branded receipt pads and tipseats to augment the passenger experience.

Photographic imagery promotes the US state of Texas, depicting its striking scenery and luscious beaches. Two creative executions comprise the campaign, with the straplines "who knew Mother Nature had such a Texas accent" and "round here even cowboys wear flip flops" highlighting the variety of cultural experiences available in Texas, ranging from expansive coastlines to rich wildlife. The advert is endorsed by a Texas logo and also contains a dedicated website URL for further information.

With a commitment to promoting Texas as a premier national and international travel destination, Texas Tourism will showcase the location to prime urban audiences through the use of taxi advertising.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, said: "Superside advertising is a highly effective device with which to expose campaigns across hard-to-reach, inner-city communities. With a presence on some of London's most saturated streets, these Texas-branded taxis will establish the destination across a key ABC1 demographic."

Media:



Related Sectors:

Media & Marketing :: Travel & Tourism ::

Related Keywords:

Texas :: Travel :: Tourism :: Taxi :: Advertising ::

Scan Me:



Company Contact:

—

Transport Media

T. 08451637907

E. lauras@mediaagencygroup.com

W. <https://www.transportmedia.co.uk/>

[View Online](#)

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:

<https://www.transportmedia.pressat.co.uk>