The British Red Cross Appeals to the Capital with Emotive London Taxi Advertising Campaign

Friday 30 May, 2014

The British Red Cross has partnered with London Taxi Advertising to launch an emotive marketing campaign using London's iconic black cabs.

Taxi supersides will bear the charity's advertising throughout May and June 2014, raising awareness of the work of the British Red Cross
in the UK and overseas.

Two different images are used to create reaction from varied audiences; one featuring an elderly gentleman, and one a wounded young boy. Both designs feature the campaign message of, "An earthquake, a flood, a tear, blood, abroad, at home – Every crisis is personal". The strapline of "Refusing to ignore people in crisis" is also featured, with the British Red Cross website address accompanying it as a call to action.

The simple and striking campaign targets audiences with its poignant message, using taxi advertising as a mobile format to position the charity right throughout the capital.

Taxi superside advertising is an extremely effective format to drive a campaign throughout a large, targeted area – reaching key audiences whether pedestrian or passenger. Covering both sides of the taxi, superside advertising offers superb exposure and street impact to demand the attention of city audiences.

London Taxi Advertising Sales Director Paul Tremarco, said:

"We are delighted to be working with such a prestigious charity and ensuring that people throughout London and beyond are reminded of the vital work and services that the British Red Cross provides."

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