The Cook Islands pushes tourism with Transport Media

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Transport Media and the Cook Islands Tourism Office have collaborated for the creation of a taxi advertising campaign encouraging tourism to the Cook Islands, with a fleet of branded vehicles projecting the destination through the city of Bristol. Taxi superside adverts will be in position from the end of October, building a presence for the Cook Islands over 3 months.

A series of artworks are designed to project a sense of the Cook Islands, with pictures of locals sporting iconic floral headbands and located alongside lush greenery. The “Cook Islands Discovered” strapline is positioned along the superside, with the website printed at the rear of the cab.

CEO of Transport Media’s parent company Media Agency Group, Lee Dentith, said: “Our constantly growing portfolio of campaigns in the travel industry reflects the success of taxi advertising for tourism brands. Superside adverts will allow the Cook Islands to generate a presence throughout the city of Bristol, with taxis enjoying high-frequency coverage of major urban areas.”

Media:



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