The Financial Times launches #FTBritannia with London Taxi Advertising

Thursday 31 October, 2013

Leading British business newspaper, the Financial Times, is working with London Taxi Advertising to showcase its FTBritannia campaign across the city of London. Having already enjoyed success from one month, the news outlet has extended its marketing duration and will continue to enforce its presence across the capital.

Superside adverts are dominated by an image of the Britannia statue, accompanied by the strapline “Britain, back on its feet?” and the iconic Financial Times logo. Social media call to action is also encouraged with the #FTBritannia hashtag, with engagement to be later included in a dedicated blog post.

The traditional London taxi presents the Financial Times with a highly relevant creative space, allowing its FTBritannia initiative to maintain synonymy with a recognised British symbol. Superside adverts are an effective method of accessing urban spaces, with taxis visible at street level through major districts of commerce and posing the additional benefit of reaching influential business travellers.

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