The Grass is Greener with VIKING and London Taxi Advertising

Friday 27 June, 2014

London Taxi Advertising and BWP Group have collaborated to execute a taxi advertising campaign for VIKING Mowers, part of the STIHL Group

Striking fully wrapped taxis are taking “that fresh-cut feeling” to the streets of London, in an advertising campaign that will run throughout the summer months.

Transforming London’s iconic black cabs into grass-covered mobile mounds, the campaign will certainly turn heads as the taxis add a vibrant splash of colour to the cityscape.

The branded cabs envelop the whole of the taxi, with VIKING’s branding clearly displayed on the top, front and sides of the cab. The VIKING website address is also displayed to encourage audiences to go online to discover more.

Corresponding interior taxi advertising is also being deployed as part of the campaign, with tip seats and receipt pads reinforcing the fresh-cut feeling message. Targeting a captive audience, the tip seats detail more information about how VIKING can create the perfect summer lawn; allowing audiences to engage with, and absorb the brand. Receipt pads act as a take home reminder of the campaign – expanding the potential reach of VIKING much further than the capital.

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