Transport Media and Astro Artstyle Launch Cryptic Taxi Campaign in London

Wednesday 9 July, 2014

Transport Media is collaborating with Astro Artstyle to launch a promotional taxi campaign advertising their e-commerce website.

A fleet of branded taxis will be deployed across London from the 10th of July in an eight week campaign to build brand awareness for Astro Artstlye throughout the capital.

Taxi superside advertising is being used to display the striking, colourful adverts, which demand attention with their “what is” theme.

Creating intrigue surrounding the brand, the ads effectively encourage audiences to log on to the detailed web address to discover more about the company and their range of unique, bespoke Astro artwork.

Interior taxi advertising is also being used to reinforce the campaign and ensure that audiences both inside and outside the cab are targeted. Interior tip seats will also display the “what is” artwork, and branded receipt pads will act as a take-home reminder of the brand for the cab’s passengers.

Lee Dentith, CEO of Transport Media’s parent company Media Agency Group said:

“This bold use of taxi superside advertising will ensure Astro Artstyle really stands out and creates impact on London’s roads. Unrestricted by specific routes or positioning, advertising on London taxis allows fantastic potential reach for a brand to target valuable ABC1 consumers.”

Media:



Related Sectors:

Home & Garden ::

Related Keywords:

Taxi Advertising :: London :: Black Cab :: Superside Advertising :: Supersides ::

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