

Transport Media brings a piece of St Petersburg to London

Thursday 18 December, 2014

Transport Media has teamed together with Visit Petersburg to launch their London-wide taxi side campaign promoting tourism in St Petersburg. The adverts will run on taxi-cabs in Central London for 4 weeks, featuring scenic shots of the city.

The campaign promotes tourism in St Petersburg, featuring dramatic photos of the iconic skyline and the Palace Bridge against a startling bright pink background which catches the eye. Focussing on Central London, the adverts will appeal to the multi-cultural atmosphere of the Capital, a city which embraces new cultures and experiences, whilst the bright colour of the background will stand out against the rest of the traffic.

Visit Petersburg is the essential travellers' guide when visiting the city, offering comprehensive information covering everything from hotels and transport to food and theatre experience in English and Russian. The adverts let the photos do the talking, using the stunning architecture to pull in their audience with the website in large letters in a simple and effective way to increase awareness of the company.

CEO of Transport Media's parent company Media Agency Group, Lee Dentith, has said: *'We are extremely proud to be working with the Saint Petersburg Government Committee for Tourism Development, and have great faith that the advertisement campaign will be a great success for them. I believe that the decision to focus on Central London will be a great asset to this campaign, reaching out to such a wide variety of people located near the largest airport in the country. I am proud of the work we have produced for Visit Petersburg and hope to work with them again in the future.'*

Media:



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