

What's the Story, London Glory? Cab Campaign & Rugby Stars Bring Free Beer to London with Greene King

Monday 7 March, 2016

Earlier this month London Taxi Advertising and Greene King came together to launch a new taxi campaign. A week of promotional activity in the capital promoted the brewery's metropolitan-inspired ale 'London Glory' to the public.

The London Glory full wrap taxi headed to locations such as Great Queen St in Covent Garden and Spitalfields before the activity culminated at the Harlequins versus Northampton Saints rugby union game at The Stoop, Twickenham to which London Glory had partnered.

Londoners were invited to hop into the cab to tell their best "ale tales" in exchange for free beer. Prompting brand engagement and trial, over 5,000 people sampled London Glory across the three days.

Those who visited the London Glory Taxi were rewarded with a free sample of ale in exchange for a social media post using the dedicated #whatsthestory hashtag which has reached over 300,000 people to date.

Rugby Union team Harlequins also joined forces with Greene King, with a fantastic competition giving away tickets to a 'Pint with a Player' evening with the Quins rugby stars themselves at a London pub later this year. The squad were also kind enough to pose with the taxi for a series of great PR shots!

The full wrap taxi advertising campaign was a fantastic way for Greene King to raise awareness of the new and improved London Glory British ale, gain publicity and reach a London-based audience in a unique and iconic way.

Sales Director at London Taxi Advertising, Paul Tremarco, said:

"This campaign with Greene King brought London Glory to life and it's fantastic that the Harlequins rugby team were used to promote the ale, too. The cab design was truly eye-catching and was the perfect accompaniment to Greene King's PR activity.

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