

TWO NEW CAMPAIGNS FROM TAXI PROMOTIONS UK

Taxi Promotions UK has recently launched a three month taxi advertising campaign for Aruba Tourism Authority. The campaign is promoting the Caribbean island of Aruba as a holiday destination. Appointed directly by the client following a successful campaign last year, Taxi Promotions UK has put on the road in London 70 'SuperSide' taxis, with the advertising dominating both sides of the taxi for high impact and frequency in a busy urban environment.



Taxi Promotions UK has also been appointed to run a campaign for Texperts. This is a company which answers any question texted to them for £1. In London 175 taxis will be seen on the road, with the 'SuperSide' advertising. The campaign also features ads on the Tip Seats and has branded receipts within the cabs.



The campaign, which runs until the end of October, was planned by All Response Media and bought by Open Outdoor.

Asher Moses, managing director of Taxi Promotions UK, said: "It just makes plain sense for Texperts to use taxi advertising, to catch people when they are on the move and need a question answering quickly."

TAXI DRIVERS' BREAKFAST AT THE NEW RADISSON EDWARDIAN NEW PROVIDENCE WHARF

Monday 8 October 2007

All taxi drivers are invited to this new hotel on Monday 8th October, between 7am and 10.30am. Bacon sandwiches, tea and coffee will be served to introduce taxi drivers to the new hotel.

Radisson Edwardian New Providence Wharf is in a stunning waterside location, bringing contemporary luxury to the Canary Wharf area. The 169-bedroom, four-star deluxe new-build property occupies a prime riverside spot, boasting panoramic views of the river. The stunning vista spans from Greenwich to Canary Wharf and down to London City Airport with the O2 arena directly opposite. It's restaurant Azura will feature a menu of contemporary dishes made with British ingredients, in a spacious dining room with floor to ceiling windows.

The hotel is ideally located close to Canary Wharf, London City Airport, and the ExCeL Exhibition Centre. It is also extremely convenient for the O2, which hosts concerts, sporting events, cinemas and exhibitions year-round.



Time: 7am - 10.30am
Address: Radisson Edwardian New Providence Wharf
5 Fairmont Avenue
London
E14 9PQ

ANOTHER RECORD MONTH FOR LONDON CITY AIRPORT

London City Airport taxi rank is a busy one – as the airport reports that passenger numbers have increased yet again during August, it could get even busier. Passenger numbers at London City Airport peaked at 241,976 in August 2007, an increase of 31 per cent over the same period in 2006. Last year in August a total of 185,718 passengers travelled through the airport.

The airport's passenger statistics have been on the up month after month, with a record 26 per cent increase in July 2007. Year to date figures show an additional 21 per cent in passengers choosing to fly through London City Airport when compared with the first eight months of 2006.

London City Airport says its growth can be attributed to its convenient

links into the centre of London. In August additional security capacity was introduced at London City Airport to meet the incremental growth in passenger numbers. This month the airport also welcomes two branded eateries, Caffe Nero and EAT, into the terminal. Construction of four additional aircraft parking stands is also underway, with completion scheduled for May 2008.

Richard Gooding, Chief Executive of London City Airport said: "With an ever increasing number of leading financial institutions locating their headquarters on the east side of London, the airport, only three miles from Canary Wharf, is ideally located to serve the growing business community."