

BRAND SOUTH AFRICA PROMOTED THROUGH TAXI MEDIA

The International Marketing Council (IMC) of South Africa has taken to the streets of London through the largest taxi livery campaign in 2007, booked through Taxi Media.

Charged with creating a united and positive image of the country, the IMC has worked with Taxi Media and South African agency, The MediaShop, to produce striking creative with the strapline – Alive with possibility. The IMC aims to establish a brand for South Africa (Brand South Africa), which positions the country in terms of its investment and credit worthiness, exports, tourism and international relations objectives. Liveried taxis were chosen to raise awareness on the street and support IMC's PR activity at events such as the World Travel Market. Taxi Media was also used by the IMC to provide a small number of branded taxis to transport VIPs to the Nelson Mandela statue unveiling in Parliament Square on 29 August and the SA wildlife ball for Born Free Foundation' on June 15 2007.

Taxis were first used by the IMC back in 2005 when 10 Taxi Media vehicles were selected to raise South Africa's profile in London. Since then, their success has seen their number increase to 90 - Taxi Media's largest livery campaign currently on the streets. According to Yvonne Johnston, Chief Executive of the International Marketing Council of South Africa: "Our taxi campaign has been a resounding success for Brand South Africa.



It has created a fun and vibrant awareness in a key market for us – the City of London. Our recognizable and distinctive flag is a wonderful moving billboard for the country.

"We find the medium affordable, exciting, flexible and highly visible. I particularly like the way we are able to use the taxis tactically – like driving them to Davos for the WEF, like driving our VIP's to the Nelson Mandela unveiling in Parliament Square.

"There is nothing that gives us so much pride as seeing a convoy of SA taxis moving through the streets of London."

MAGICAL TAXI TOUR TAKES PART IN LORD MAYOR'S SHOW

Once again this year's Lord Mayor Show was a spectacular event to see. This is the 680th Show and Lord Mayor David Lewis rode from The Guildhall to the Royal Courts of Justice in the golden State Coach, followed by many different floats including taxis from The Magical Taxi Tour. The Worshipful Company of Hackney Carriage Drivers is proud to take part



in the event and this year the Company were represented by The Magical Taxi Tour, with taxis carrying children who had been a part of the annual trip to Disneyland Paris. Chairman of the Disney Organising Committee, Phil Davis, said: "The children had a wonderful day taking part in the Lord Mayor's Show procession. The Show is an old tradition within the City and the hackney carriage trade is proud to be a part of this annual spectacular."

POLICE APPEAL

On 11th October 2007 a young male was a victim of a knife point robbery. The two suspects then made their way onto the Euston Road, then Gower Street and stop a black Hackney Taxi just round from the UCH hospital ambulance drop off point for A&E. The taxi went off down Grafton Road towards Tottenham Court Road, but then went straight over towards Fitzroy Square. They suspects were picked up at 01.57 hours.

DESCRIPTION

The first male was of middle eastern look (Arabic) 5'5" tall, black hair possibly middle parting and longish, facial stubble, medium build, wearing a distinctive black and white checked scarf (Arabic) a black top with a white stripe down the sleeves light blue jeans and possibly brown shoes and a small shoulder bag. The second male was of also of middle eastern look (Arabic), 5'6"-5'7" tall medium build, facial stubble, wearing a beige coloured baseball cap, white hooded top, dark coloured denims and white trainers. He may have had the hooded top up when the driver picked them up.

Both males would have been out of breath as they had just been running, their spoken English would have been poor.

If you can help with this investigation please contact DC McBride at Euston CID Telephone 0207 320 0938