TAXI PROMOTIONS PROMOTES ITSELF!

Most London taxi drivers will have heard the expression "Put your money where your mouth is" and one taxi advertising company Managing Director is doing just that! Asher Moses of Taxi Promotions has launched an advertising campaign due to run over the next two months to raise brand awareness of Taxi Promotions, whilst demonstrating the effectiveness of taxi advertising. Asher will be seen on 150 taxis nationwide, with the slogans "Are you looking at me?" and "I'm talking to you" running across 500 taxi seats, 150 supersides and 12 liveried taxis.

Anyone involved in the taxi trade in London who has met Asher knows he is quite a character, having started out as a licensed cab driver before founding Taxi Promotions in 1995. Asher took his inspiration from Victor Kiam, who became famous for his advertising of Remington Shavers when he proclaimed: "I liked the shaver so much, I bought the company". Asher was listening to Victor on his cab radio one day and heard Victor say: "look at what you've got and maximise your opportunities" and so Taxi Promotions, now one of the largest independent taxi advertising specialists in the UK, was born. From his early beginnings with just one cab, Asher has seen his company grow and he now has a fleet of 1200 cabs to place advertising. Taxi Promotions also recently won the 'Business of the Year' accolade at the TraidE 2009 awards.

The 'You looking at me?' taxi campaign is a play on words from the movie Taxi Driver. Asher said: "This campaign is all about promoting the effectiveness of taxi advertising, but for the owner of the taxi it gives an opportunity for an extra stream of revenue. I am obviously slightly nervous about having my face plastered across London, but I guess you have to be willing to take risks in business!"

Asher is proud of his staff at Taxi Promotions. One of the advantages for taxi owners who have joined the Ambassador programme is that they are given the opportunity to travel to the countries in which they are advertising on their taxi - in order to gain insight and enable them to answer any questions passengers may have. This has attracted a number of clients to advertise through Taxi Promotions. "We pride ourselves on doing that little bit extra just so we can offer the best possible service to our clients," Asher told Taxi Globe. "Our Ambassador Driver initiative is a perfect example. If our taxis carry livery for the Thai Tourist Board, we send drivers to Bangkok just so they can talk about Thailand with credibility when they're back in London. It's been the same with Mamidakis Hotels in Greece and with Australia in the run-up to the Commonwealth Games."

So as you are driving your cab round in London, watch out for Asher's face, he has certainly launched a campaign to get noticed. Asher could just become the best known "face" of taxi advertising over the next few weeks.

LONDON TAXIDRIVERS' FUND FOR UNDERPRIVILEGED CHILDREN

NOTICE TO ALL DRIVERS

Although we have received a great response, we still welcome more drivers to join us on our forthcoming Taxi 'Safari Outing

TO

WOBURN Safari Park

on TUESDAY 19TH MAY 2009

Drivers please come and help us to give 300 'special needs' and disadvantaged children a wonderful day out.

In case you have any doubts, we welcome all drivers with liveried taxis, coloured taxis and those that have adverts on. This applies to all our outings.

As well as giving a great deal of pleasure to so many children, we promise you will have a brilliant and fun-packed day out yourself.

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WITHOUT YOU THERE ARE NO OUTINGS

SO PLEASE CONTACT OUR DRIVERS' LIAISON:

Susan Angel on 07958 280881

OR ENTER YOUR DETAILS ON THE VOLUNTEER PAGE OF OUR WEBSITE AT www.ltfuc.org.uk

The Hon. President, Hon. Chairman and all the Committee look forward to you joining us for a fun day out