

Festive taxi cabs from Lipton Ice Teas

Targeting the streets of Durban, Cape Town and Johannesburg, Lipton's Tea has entered into a campaign with New Wave Outdoor Media cabs to create awareness for its 'Taste the brightside' competition.



The cabs will be visible at all the major summer destinations and, being mobile, they will be able to reach more people than the usual static print advertising.

Roger Freeman, Brand manager of Lipton Ice Tea, says, "The company decided on an awareness driving campaign over the summer months of December 2014 to February 2015. With the ability to deliver the striking images required for the brand, New Wave Outdoor Media assisted in wrapping 29 taxicabs in the brand's bright yellow for summer.

"With the flexibility to designate the areas we would like to focus on and with the busy summer months on the coast in mind, the company decided to skew the split for this campaign to the coastal regions of Cape Town and Durban."

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