

## Cab branding introduces Kate Moss

The launch of the Kate Moss range at Topshop was driven by cab branding across Cape Town in a two-month campaign by New Wave Outdoor Media.

"We decided on the use of cabs to launch the collection, as they have great reach and frequency. Although the vehicles do not stick to exact routes, they are generally location based. Cabs offer a great alternative to static branding, as they allow us to reach our target market in the high LSM areas during the day and at night. This is the third time we have used this medium, as it has proved to be very successful in achieving our objectives," comments Topshop marketing manager, Casey Rousseau.

For more information, go to [www.nwom.co.za](http://www.nwom.co.za).

For more, visit: <https://www.bizcommunity.com>