

Creative taxi branding campaign for Dan Brown's new book

As part of the launch of the new Dan Brown book, *Inferno*, transit media agency New Wave Outdoor Media (NWOM) branded three cabs, one in Cape Town, one in Johannesburg and one in Durban, for Random House Struik and Outdoor Exchange.



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Comments Warren Weiner of NWOM, "Transit but more specifically taxi/cab media is a successful way to create impact with clear custom-designed messaging in an uncluttered environment. Targeting audiences and consumers in areas where traditional media has no presence, vehicle wrapping proves an effective advertising solution that also cannot be switched off, tuned out or turned over in the manner of traditional media advertising.

"Acting as mobile billboards that promote your business 24 hours a day, the vehicles do not wait to be seen, but rather proactively market themselves and your brand. In fact, in coastal cities such as Cape Town and Durban with limited billboard space available, as well as legislative issues surrounding billboards, brands often need to look at other effective outdoor opportunities. The company provides the ideal answer with its vibrant and eye-catching medium vehicle wrapping solution."

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