

Tip Up Seats

When you think about the taxi medium, forget about tip up seats at your peril!

On average a typical journey in a taxi is between 10 and 20 minutes. As most taxi journeys are taken by either one or two people, it means that the two tip up seats offer a perfect way of communicating a detailed message to the passenger, where they are the epitome of a captive audience.



Overall we believe that they offer great value for the following reasons:

Flexibility – Tip seat campaigns can be booked for a minimum period of only a month. For a longer term campaign, we recommend that you change the copy on a regular basis. This is straightforward and not expensive.

Two seats, Two messages – Don't repeat the same message on both seats. Creatively link the message on the two seats.

Involve the driver – He can be part of the taxi message. Let he or she know about your product, so he can talk about your brand with confidence.

Volume – A taxi campaign consisting of only 20 taxis running for a month, is likely to be seen by over 25000 people!

Focal Point are your outdoor advertising specialists. We can help you to put together an outdoor advertising strategy.

Contact us on: 01256 767837



www.taxisadvertising.co.uk