



Clyde Taxi Advertising of Glasgow wins Merrell Europe Ltd Business

Clyde Taxi Advertising of Glasgow (CTA) has been chosen by outdoor shoe manufacturer Merrell Europe Ltd to supports its outdoor advertising campaign throughtout the UK.

([PRWEB](#)) April 1, 2005 -- Clyde Taxi Advertising of Glasgow (CTA) has been chosen by outdoor shoe manufacturer Merrell Europe Ltd to supports its outdoor advertising campaign.

Working closely with Merrell's marketing and creative department CTA was tasked with supplying and branding 80 fully digitally wrapped taxi cabs throughout most major cities in the UK including Bristol, Edinburgh, Leeds, London, Manchester, Newcastle, Oxford, Reading and Sheffield. All the taxi wraps we designed to turn the taxi into one of Merrell's shoes and will include internal tip up seat adverts and branded receipt pads.

The taxi campaign will take to the streets in March and will run for an 18-month period.

Gordon Clyde, managing director of Clyde Taxi Advertising said "The Merrell account is a fantastic win for us on a number of levels. Not only does it highlight our capabilities of running national campaigns, but it also strengthens our growing portfolio of quality clients. We were also excited with the creative as it certainly has stand out from the rest of the liveried taxis on the roads. Merrell's marketing department are also involving the cabbies with this venture and they will now be supporting new footwear while driving their branded cabs through the streets."

###

**Contact Information****Gordon Clyde**

CLYDE TAXI ADVERTISING

<http://www.taxiadvert.co.uk>

0870 70 30 400

Online Web 2.0 VersionYou can read the online version of this press release [here](#).