

MARKETING DAILY

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MARKETING DAILY NATIONAL NEWS

Cabs turn into Silver Bullets

Who says alcohol and autos don't mix?

Molson Canada has partnered with Toronto-based **TaxiArt** for a two-month campaign promoting its Coors Light brand.

The campaign, comprised of 10 wrapped Co-Op cabs patrolling Toronto's entertainment, financial and shopping districts, was brokered by Molson's media AOR, **Mediaedge:cia** while **FCB** handled the creative.

The cabs have been transformed into "Silver Bullet" vehicles, abandoning their usual yellow and red colour scheme in favour of a silver wrap bearing the Coors Light name and a mountain range image. The creative also features a customized message on cab bumpers that reads "Normally we'd be cool with tailgating."

-Chris Powell

