



“The time has never been better”

# Move it , Move it

- ❖ Your AD message in the faces of the people that matter most to you. Your Customers.
- ❖ Your AD travels around 1,700km\* /taxi/week. Visit your clients from home to work and everywhere in-between.
- ❖ **Exposure 24/7. FULL ILLUMINATION.** Your ad sparkles at the dimmest times. Stand Out!
- ❖ **Get your message to your customers** at hotels, hospitals, sport venues, shows, casinos, malls, back streets and into peoples driveways. Move it!
- ❖ **REACH and FREQUENCY** Your ad goes where your people go, everywhere. You're more likely to hit those people who don't stick to main routes. Hours on the road make repeat hits achievable. Taxi Ads strike at anytime!
- ❖ **Captivating.** The 'X' factor in advertising is to be seen. Your ad in peoples faces, will get their attention!



## HOT PROPERTY !!! **TAXI INTERIOR ADS**

Your magazine style ad placed in front of rear passengers. Average taxi trip is 14 minutes ... you'll get your message read!



\*Source Co-Op Taxis 2005

# Working After Dark

## ❖ **IMPACT**

We get your ad message into peoples minds. 24/7. Message transfer is our aim and we deliver. Great ad, Great response.

## ❖ **PEOPLE**

People travel in cars. That's what they do. Have a captive audience inside and out. We tailor to LOCAL or CITYWIDE audiences. It's your call.

## ❖ **INSURANCE**

Broaden your HIT. Add TAXI ADS to current advertising. We deliver to 50% of the NZ public in the areas that hold 80% of the country's wealth. Believe it!



# “Recall, job well done”

We make no apologies that **TAXI ADS** are subtly intrusive.

**Your ad** physically fills the windscreen. **Your ad** is afforded a private viewing.

We ensure maximum viewing time for your message and maximum chance of people retaining what they've seen.

**It's advertising, grass roots style.**



“Overseas research of taxiback applications has shown remarkable RECALL. Figures up to 45%(unprompted) are not uncommon. TAXI ADS undertook a survey for PRIME TV in 2000 which showed similar trends. Google the world of taxi advertising to give yourself an independent view. Taxi Ads are a global happening”

# Client's Word

## Call A McDonald's

**Location** Auckland only – taxi backs. A new larger-sized unit was launched in July with McDonald's. At 900mm it's one third longer than the standard-sized New Zealand/Australian taxi back. Some are fully backlit.

**Client/ Brand** McDonald's/ New Value Menu; Chick'n McCheese Burgers

**Target market** Young adults, students

**Agency** DDB

### Goals

- 1) Auckland-only market trial
- 2) To increase unit sales of:
  - a) New value menu
  - b) Chick'n McCheese Burger



2009

**Measurement** "Chick'n McCheese burger sales were pretty substantial... 20% larger than projected. Final results of the new value menu campaign are still to be confirmed but anecdotally it's going well." *James Woodbridge, manager, adult marketing, McDonald's NZ*



2009

# Go the DISTANCE

## TAXI'S IN A TYPICAL MONTH

Travel: 4,000km  
Work: 364 Hrs (14 hrs/day, 6 days per week)  
Frequency: One person views every kilometre  
Reach: 10 cabs 40,000 views  
100 cabs 400,000 views ...

Over a year that's 4.8 million impressions ... they'll get your message!

**And after business for the day is complete the taxi takes on the role of “family people mover”  
...your ad continues to work. Now that's value.**

# VALUE for Money

TAXIS	One MONTH	2 to 3 MONTHS	4 to 11 MONTHS	12 MONTHS
1 to 100 +	\$300	\$240	\$195	\$120

(Prices per Taxi per month. Excludes gst. Commission bearing.)



## Taxi Interiors:

One seatback \$20 per week

Two seatbacks \$15 each per week



**Poster Production Cost:** Quoted separately. Based around campaign volume, printing technique and creative requirements.

# WARNING

**ADVERTISING DOLLARS** should be spent wisely.

Trying something NEW is not for the faint hearted. If taxis SCARE YOU then my advice is stick with what you know. Let your competitors take the RISKS.

If however you decide to ENERGISE the way you do business then we will help you every step of the way!

Thanks for thinking differently this year.

Lindsay Dearsly

TAXI ADS

www.**TAXIADS**.co.nz