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TAXI: The Newsletter

TAXIS go where people go>>>

May 2007

Greetings!

So much in news and in innovations has transpired. From the success of the 4A show in Las Vegas to unique stop-and-stare 3D tops with the Altoids campaign, it is time for another issue of TAXI....Lets roll!

Morgen Van Buren
Director of Marketing
Clear Channel Taxi Media

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Word of mouth

The best experience I have had with advertising is on taxi tops. Not only is our ad seen by thousands of people, it follows them in all the right places. We strongly feel we would not have achieved our goals without advertising on the taxis.

Peter W. Osborne
CEO
Momos Restaurant

WOW Factor: Altoids



Altoids dominated San Francisco in March with a multi-product outdoor buy. Clear Channel Taxi Media was the centerpiece of this campaign! They utilized Tops and 3-D customized Tops from Atomic Props in the shape of an Altoids tin. This 3-D Top was so noticeable it created enormous buzz on the streets of San Francisco. The taxi drivers received a lot of looks and comments from passengers pedestrians alike.

Cab Creative: Now online



Taxi Media is putting more control in your hands. We



are pleased to have launched this latest creative design innovation, Taxi Design Demo. Internet users can go to www.taxidesigndemo.com and upload an image or creative and see how it looks applied to our entire line of vehicles! Users simply upload an image from their hard drive, and it will appear against a taxi cab as a wrap or top. Users also have control over position, scale, and can even rotate the image, to create the optimal taxi advertisement.

[>>See it live right now>>>](#)

Success at the 4A Show



At the AAAA show in Las Vegas

At the 4A show in Las Vegas this past March, Clear Channel Taxi Media had an amazing Exhibit booth. With a live taxi cab in our booth as the centerpiece of our campaign we were able to showcase the latest in taxi media technology.

Our [Digital Smart Tops](#) greeted attendees with customized day-part messages. We also unveiled the [NY10](#), our in-taxi digital interactive video. Agency folks and clients were able to see live demonstrations and get "inside our cab" for an unprecedented realistic view of the NY10 unit!

Please also see the group shot with (clockwise): Tony Jarvis, Andrew Marcus, Rocky Sisson, Morgen Van Buren, Jeremiah Morris, Charlie DiToro, and Tom Haymond.

[>>>Read the article>>>](#)

The Future of Advertising



What happens in Vegas apparently doesn't stay in Vegas. With technology emerging so quickly, Clear Channel Taxi Media has put together a "Future of Advertising" presentation.

The multimedia presentation timeline discusses the beginning of outdoor media to Bluetooth Technology to the latest in Taxi Media such as the geo-target-ability of the [Digital Smart Tops](#). [NY10](#) was also featured because of its updateable, personalized content from NBC.

Caption: Vice President and GM of Taxi Media Las Vegas, Christine Preus with agency R&R Partners ("What Happens in Vegas Stays in Vegas") to educate their group on the future of advertising. The presentation was streamlined through video conferencing and broadcast to all of R&R Partners offices.

[>>> To set up a presentation, click here>>>](#)

Colon Cancer Screening Taxicab Campaign



In a collaboration with the New York City Department of Health and Mental Hygiene, the Monahan Center teamed up with NYC's taxi drivers and Clear Channel Taxi Media to remind New Yorkers to get screened for colon cancer.

This campaign kicked off on March 13th during Community Colon Cancer Prevention Day. The campaign featured taxi-top advertisements with the Foghorn Leghorn cartoon character reminding New

Yorkers "Don't be a chicken! Get screened!" -- for colon cancer.

In addition, all New York City taxicabs with digital [NY10](#) installed will feature a public-service video featuring actor Jimmy Smits, promoting colon cancer screening.

This outreach campaign was conducted in collaboration with the NYC Department of Health and Mental Hygiene, NYC Taxi and Limousine Commission, the Metropolitan Taxicab Board of Trade, the EIF's NCCRA, the CDC, and Warner Brothers.

Alternative Out-Of-Home Media Spending Expanding Rapidly, Study Finds



Lifestyle trends that hamper the growth of traditional media are playing right into the hands of alternative out-of-home media, a new study shows, to create what is being dubbed "a perfect storm" for brand marketers who are looking for ways to engage consumers as they rush about in their daily lives.

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