

[<Back](#)

 [Print](#)



**CLEAR CHANNEL**  
TAXI MEDIA

# TAXI

TAXI: The Newsletter

*TAXIS go where people go>>>* July 2007

## Greetings!

Can you put a price on buzz? Most of us in the ad biz can not quantify it, but we know it when we see it and we know that it has tremendous value. This installment of TAXI, as it was being assembled, seems to be unintentionally about just that: BUZZ! From life-size otters on top of Taxis in San Francisco to Taxis turning green in New York, it's time for another issue of TAXI....Let's roll!

Morgen Van Buren  
Director of Marketing  
Clear Channel Taxi Media

### *in this issue*

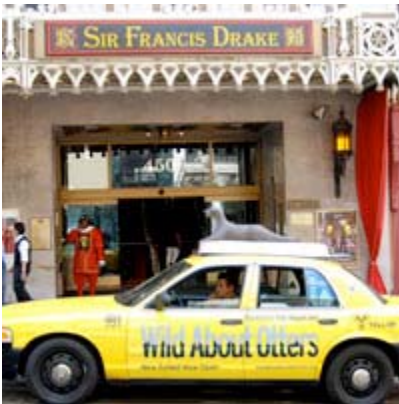
- [WOW Factor: 3D Otters in San Francisco](#)
- [NYC Yellow Taxis Turning Green](#)
- [Matt Dillon Helps Launch A Better Planet With NYC Green Taxi](#)
- [WOW Factor II: John From Cincinnati Surfboard Taxi Tops](#)
- [The Bronx is Burning](#)

## **Word of Mouth**

These are outstanding! Thank you for all of your help in re-posting the creative. The client is thrilled with the Taxi Program. Recently, a few of them stood outside of their office and delightedly counted as "their cabs" passed by. More importantly, the show premiered on Sunday with very strong ratings in NY. I personally believe that the taxi program greatly contributed to that success.

Tina Tison  
MediaStorm  
*The Next Food Network Star*

## **WOW Factor: 3D Otters in San Francisco**



3D and Custom embellishments are an exciting way to create buzz marketing and capture the eye in unexpected moments. These 3D Otters turn heads on the streets of SF!

The campaign was designed by Buder Engel and Friends of San Francisco. Locals and tourists are being targeted to come see the new Otter Exhibit in Monterey. The exhibit is enjoying even more success thanks to the innovative otter Tops.

[>>You can download a ONE sheet PDF here](#)

## **NYC Yellow Taxis Turning Green**



THEY are as iconic to New York as the Statue of Liberty and the Empire State Building. And now, the famous fleet of yellow taxicabs are about to receive a makeover: they must go green by 2012!

Michael Bloomberg, mayor, announced that New York City's 13,000 taxicabs would be required to switch to



cleaner, hybrid engines within five years as part of his plan to reduce the city's carbon emissions by 30 percent by 2030.

"There's too much traffic, there's too much stuff in the air and we're not green enough," Mr Bloomberg told NBC's Today Show. "There's an awful lot of taxicabs on the streets of New York City obviously, so it makes a real big difference," he said. It's better for all of us."

David Yassky, who has led the green taxi campaign from within the city council said, "New York City's 13,000 taxicabs will still be yellow on the outside, but soon they will be green on the inside."

[>>See CNN Piece on NY Taxis going green>>>](#)

### ***Matt Dillon Helps Launch A Better Planet With NYC Green Taxi***



In a related story, it started with the launch of Yahoo! Green - a site which is set up as a portal to all things green on Yahoo! Then, Matt Dillon teamed up with Yahoo! and Global Green USA to announce [Be a Better Planet](#), an initiative that "empowers Americans to take action against climate change".

Special Clear Channel Taxi Media Tops were designed in New York City to highlight the message and give the campaign some serious impact. Michael Bloomberg, the NYC mayor, has just implemented a directive to make all taxis 'green' by 2012.

### ***WOW Factor II: John From Cincinnati Surfboard Taxi Tops***



These new 3D Tops were used to promote the premier of HBO's *John from Cincinnati* after the final airing of the Sopranos. HBO utilized 3D surfboard Taxi Tops and "stop and stare" buzz was the reaction on the streets in NYC and Philadelphia. The 3D tops were designed through a collaborative effort of Lime PR and Promotions, HBO and their agency, Outdoor Media Alliance.

[>> To see a ONE SHEET with more pictures, click here>>>](#)

### ***The Bronx is Burning***



"The Bronx is Burning," a mini series that tells the story of the Yankees during the summer of 1977, debuted this month. ESPN wrapped vintage Checker Taxis which were used to transport the stars of the series, both John Turturro and Oliver Platt, in style to the premier in Tribeca, a New York City neighborhood.



In the morning, the taxis targeted commuters around Grand Central Station, Penn Station and Port Authority.

The 2007 debut of the series marks the 30th anniversary of the 1977 World Series win for the Yankees, the first under Steinbrenner. Public response has been tremendous.

email: [morgenvanburen@clearchannel.com](mailto:morgenvanburen@clearchannel.com)

phone: 1-888-TAXITOP

web: <http://www.clearchanneltaximedia.com/contact/index.htm>

### [Forward email](#)

#### **SafeUnsubscribe®**

This email was sent to [morgenvanburen@clearchannel.com](mailto:morgenvanburen@clearchannel.com) by

[morgenvanburen@clearchannel.com](mailto:morgenvanburen@clearchannel.com).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing  
by



Clear Channel | 2880 B Meade Ave | Suite 350 | Las Vegas | NV | 89102