



TAXI: The Newsletter

Taxis Go Where People Go>>>

April 2008

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Word of *Mouth*

"..The great things about cabs is that they're on the road 24 hours a day, seven days a week and you can't close your eyes or flip a channel when you see a cab go by. It just gives us great exposure."

Linda Bennett
Senior Brand Manager
Yahoo!

Greetings!

It's been since February since we last spoke. Spring is in the air, the sun is shining (at least for us in Las Vegas) and we are moving forward with groundbreaking campaigns.

In glancing back on the last two months, there has been some exciting campaigns that we are proud to highlight. These are advertisers that have taken Taxi Media to a new level. From having a TAXI wisk you away after your nuptials, to *Sarah Marshall*, to helping UNICEF out with its Tap program, it's time for another issue of TAXI....Let's roll!

Cheers~

Morgen Van Buren
Director of Marketing
Clear Channel Taxi Media

Quick Links

[Taxi Media Website](#)
[NY10](#)
[Las Vegas Monorail](#)

NY10: THREE MEDIA FORMS IN ONE

[NY10](#), Clear Channel's in-taxi digital media gives advertisers greater impact than many traditional venues.

In addition to delivering high numbers of people that are *guaranteed to see* the ads, [NY10](#) gives you the ability to use creative executions of three media forms to reap the best results from a campaign.



Broadcast because of NY10's ability to utilize full motion digital video, and Flash based animation.



Out-of-Home because the ads in [NY10](#) dominates the visual arena at perfect line-of-site. It also is like a personal billboard.

And finally, [NY10](#) is a bridge between your message and the consumer's *mobile phone*. The confined environment and long time spent watching are conducive to consumers initiating action from the viewer. Send video, audio or graphic content to consumer within seconds of them viewing your ad.

[Download three-in-one PDF Kit>>](#)

[For more information visit ny10taxi.com>>](#)

Or contact [Tom Haymond directly.>>](#)

CAMOUFLAGE AD?

How do you promote when you are in the business of strategically blending in?

REALTREE, a hunting and outdoors company, has America's most versatile camouflage. But when coming into a Las Vegas convention to promote itself, it had a very ironic question to ask. How do you stand out in a convention crowd? Response; go camo! Clear Channel Taxi Media newest advertising transit system, the [Las Vegas Monorail](#), which travels right through the Las Vegas Convention Center, had one of its white trains wrapped entirely in camouflage.



"Every single contact we spoke with commented on our "dominating presence" at the show," said Rocky French, Creative Director of REALTREE, "Every single one!" he repeated.

The [Las Vegas Monorail](#) is a state-of-the-art, automated, driverless rail system that runs above the streets along the east-side of the Las Vegas Strip and has become a popular way for commuters, tourists, and convention-goers to quickly travel the Strip in air-conditioned comfort and without traffic worries. It carries approximately 650,000 passengers a month and reached a milestone of more than 27 million passengers since its opening.

The [Las Vegas Monorail](#) can help with any budget if you want to dominate a Las Vegas convention.

[Advertise on the Las Vegas Monorail? Contact me.](#)



SARAH MARSHALL DOES NOT SUCK

Everywhere you go these days, you come across another dig at Sarah Marshall. Somebody really seems to hate her.

If this all sounds pretty melodramatic, it's because it's the premise of a new Universal Pictures film, aptly titled "Forgetting Sarah Marshall." If it's half as clever as the marketing campaign Universal crafted to promote it, we should be in for a treat.



Peppered in many markets, the curious campaign was on taxis tops and billboards. The signs display messages like "I'm so over you Sarah Marshall," and "My Mom always hated you Sarah Marshall," in black graffiti scrawled across a white background. The creative points you to a website that reveals details of the movie.

This is the latest in a long history of successful launches in the movie category using Taxi Tops.

[See a case study in OOH on this launch>>](#)

[Sick of Sarah Marshall? So is she.>>>](#)

JUST MARRIED

On Saturday, April 12th, Jackie Jaspersen and Danny Klindera were married at Welles Park in Chicago, IL.

The charismatic couple wanted to do something very unique on their wedding day. Having a flare for theatrics, Jackie and Danny ordered a "Get-Away Taxi" and then went one step further with a "Just Married" Taxi Top on it!

One hundred and fifty guests (plus another 200 park-goers) witnessed their nuptials and then watched Danny lift up Jackie into the "Just Married" cab.



The inside scoop was that our cab driver Daniel, was waiting around the corner to zoom out to pick them up after being pronounced Mr. & Mrs.! Both Danny and Jackie were extremely happy with the Clear Channel Taxi Top, and we were thrilled to help them create a memory loaded with character and wit.

Cheers and Congrats to Jackie and Danny!

TAXI TAP THIS



The initiative, which began last year as a challenge from Esquire magazine to invent a brand, turned into an unusual cause-marketing collaboration between competing ad shops. Restaurant patrons were asked to donate a minimum of \$1 for the drinking water they would normally get for free. The proceeds were then funneled to UNICEF to help a child in a developing country obtain clean water for 40 days.



Publicis Groupe's Saatchi & Saatchi New York brought the message to taxi tops and Times Square billboards etched with the city's skyline. Taxi Tops were seen delivering the message to riders and pedestrians alike saturating Manhattan with the message nearby. The Taxis were also used to deliver riders to participating restaurants.

"We're glad we could take the message to NY in a way only Taxi Media can," said Kevin Collins, Executive Vice President of Taxi Media in New York, "This was a deserving project that needed to get immediate awareness. Taxi Media was a natural fit."

Nearly 2,300 restaurants nationwide signed on for the "World Water Week" event that kicked off March 16 and wrapped March 22. Participating venues each received a toolkit containing TAP decals to be placed in window and packs of donation cards to be placed with a menu or with the bill.

Clear Channel Taxi Media was honored to be part of this event.

[Link to AdAge Article>>](#)

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