

TAXI MEDIA AND T-MOBILE REVEAL RESULTS OF UK'S LARGEST EVER TAXI ADVERTISING CAMPAIGN

Results are now in from research conducted by Clear Channel Outdoor UK for T-Mobile and Taxi Media into the UK's largest ever taxi advertising campaign. A media first of 690 pink liveried taxis in London and Birmingham, running 24 creative executions, led to the campaign delivering the highest advertising awareness figures of any previous taxi advertising campaign in the UK. The research identified awareness of the T-Mobile campaign in one out of every three individuals interviewed in the test cities. Allaboutoutdoor.com gets you an insight on the same.

The objective of this year-long campaign, running until 27 March 2007, is to further build awareness of the T-Mobile brand on the street. It targets young people, from 18 to 35 years old, and gives them guidance on the best nights out in their city. The creative, which uses the line **"The word gets around with T-Mobile"**, is about having a great night out and using mobile phones to make social plans.

T-Mobile research highlights:

- When respondents were asked to spontaneously recall which companies they had seen advertised on a taxi, T-Mobile achieved over five times more responses than the second most recognised campaign in the two cities.
- Consideration to purchase was 50% higher in London and Birmingham than in the control location.
- Eighty-six per cent of respondents found the campaign "eye-catching", while $\frac{3}{4}$ said it was original. Respondents were also aware of the intentions behind the campaign with the consensus among participants being that T-Mobile has chosen to advertise on taxis as a means to "get people talking" and because it is "different".
- Driver survey feedback included:
 - "People comment on the colour and stand by it to take pictures"
 - "Most comment on the colour and recognise that the cab is for T-Mobile"
 - "They notice the pink and that it is T-Mobile related"
 - "A few have stated that they are T-Mobile users"
 - "Passengers have stated that T-Mobile has good advertising"

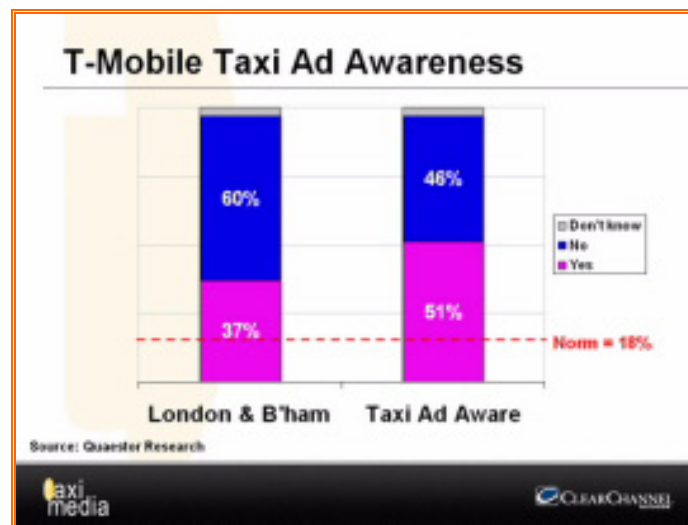
T-Mobile Head of Brand & Advertising, Sam Taylor, commented: "We knew that taxis would be a great way to inject the T-Mobile brand into the social network of young people in London and Birmingham but getting the creative right on non-traditional formats can sometimes present a challenge. I have always been an advocate of out-of-home media so it is great to have hard results to back up my advertising investment.

"In today's advertising market accountability has never been more important, particularly when you try something new and innovative on your media plan. So, I am really pleased with the results."

According to Andre Coetzee, General Manager of Taxi Media: "This campaign, the biggest ever run on taxis, allows T-Mobile to target young people in the heart of their communities for a year, positioning the brand as fun, sociable and part of their night out. These results demonstrate how an innovative, eye-catching taxi campaign can create a stir and talk directly to consumers when they are at their most receptive."

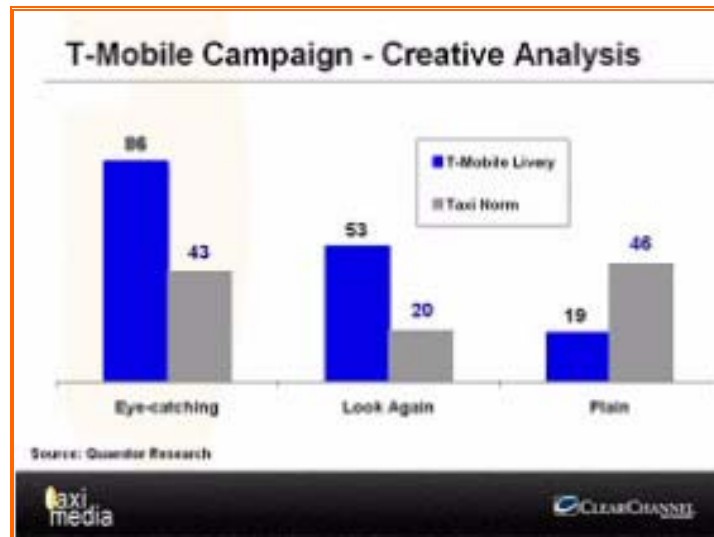
Andy Pang, Marketing and Research Manager at Clear Channel Outdoor, said: "Accountability is key in any advertising campaign, and both T-Mobile and Taxi Media have been delighted with the outcome of this innovative campaign. Clear Channel Outdoor and Taxi Media are always looking to work with clients to provide accountability and to further improve future campaigns through media research knowledge."

Chart 1



The T-Mobile campaign was seen by one in three people in London and Birmingham. This figure was increased to 51% when asking people who were aware of any type of taxi advertising campaign. This shows that the campaign achieved cut through in both locations and stood out even more among those who remembered seeing a taxi ad.

Chart 2



This chart confirms how striking the advertising copy was. Respondents agreed that it was "eye-catching" and made them "look again". Positive responses in these areas are key to creating a campaign that delivers advertising awareness.

Methodology

To construct an accurate picture of this campaign's success, Clear Channel Outdoor UK worked with media research specialists Quaestor to develop an independent research programme that consisted of 500 12-minute in-street interviews in London, Birmingham and a control location of Leeds. Fieldwork data was targeted to include respondents of interest to T-Mobile, 18 to 35 year olds within the social class ABC1C2.



About T-Mobile

T-Mobile is one of the world's largest mobile operators with around 80 million customers worldwide and in the UK it is the network of choice for over 16 million customers, more than any other UK network.

T-Mobile has a range of innovative products and services such as Business 1-Plan, U-Fix, a tariff that combines pay-as-you-go and a monthly contract and Web'n'Walk Professional, which enables customers to access their systems and information on the move. T-Mobile's network coverage is among the best in the UK (over 99% of the UK population) with one of the lowest dropped call rates. It offers the largest worldwide Wi-Fi network, with over 1,100 HotSpots in business-friendly locations in the UK and 21,000 worldwide, and offers a rapidly expanding 3G network across the UK.

About Taxi Media

Taxi Media, part of Clear Channel Outdoor UK, is the UK's leading taxi advertising company with a fleet of 12,000 taxis nationwide. 10.4 million people see a taxi ad every week (TGI 2006) while 61% of people who notice taxi ads are ABC1 (TGI 2006). As the clear market leader, Taxi Media is bringing a revolution to taxi advertising. Its new Audience Solutions packages, identified by GPS tracking and extensive driver surveying, offer clients the chance to weight their campaigns with taxis that achieve better proximity to their ideal audiences

Source: Clear Channel Outdoor UK

Reported By: Nitin Sharma