



Unlocking The Hidden Media Value of an Overlooked Treasure!

A GroupM Opportunity

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Treasure: *stored wealth in the form of money, jewels, or other valuables...
a collection of precious things*

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Taxi Affiliation Services, LLC

- **Think of the possibilities**
- **Current situation assessment**
- **MZR's role**
- **Why GroupM?**
 - *It pays to Discover Chicago*
 - *AmEx Take Charge Chicago*
- **Next Steps**

Our greatest lack is not money for any undertaking, but rather ideas. If the ideas are good, cash will somehow flow to where it is needed.

-Robert Schuller-



Think of the possibilities!

What if you had control of the only national OOH, Digital Media pipeline in the world that:

- enjoyed a one-on-one relationship with tens of millions of consumers

AND

- at the end of the engagement you were **guaranteed** they were going to use their credit card to pay for a transaction

Plus...



Taxi Affiliation Services, LLC

The media pipeline is:

- Interactive
- Audio
- Video
- Text
- Real Time Content delivery
- Mobile device linked
- Vending Machine
 - credit card swipe @ Point of Sale
- Receipt Bar coding
 - cash value currency & couponing
- Geo targeted media placement
- 100% Measureable
- Virtual Research & Development Lab
- Lead Generation
- New Client Acquisition
- Behavior Metrics

Think of the possibilities!



Your exclusive, you control the message ,cross platform, interactive marketing solution for GroupM clients!

Think of the possibilities!



Taxi Affiliation Services, LLC

Current situation assessment

- Taxi Limousine Commission
- *High Tech* Video Screen Providers (VSP) w/ credit card swipe
 - Verifone
 - CMT (*Creative Mobile Technologies) *taxi co.
- Taxi Fleet Owners
 - TAS of Chicago (3000 taxis)
- Third party Media Sales & Content Provider
 - ABC = Verifone
 - Clear Channel/NBC = CMT & TAS



The Current Relationships

Third party Media Sales & Content Providers secure the rights from VSP to sell advertising on video screens

- Offer monthly guarantee per screen/month
- 50/50 split with Video Provider
 - following recoup of initial commitment
- Video Screen Provider
 - shares 20% revenue with Fleet owners
- Video Screen Provider
 - makes money per transaction (.10)



Fragmented Synergy is Problematic

The potential of an amazing *cutting edge technology* is not actualized!

- The City
- Patrons
- VSP
- Fleet owners
- Third party media sales
- Advertisers
- Credit card companies



MZR Role

Actualize the hidden potential of the video screens

- Work for TAS of Chicago
 - 3000 taxis
 - CMT video screens
- The Idea Maker
 - monetizing ideas
 - provide the concepts, the polishing & the execution of ideas to grow business
 - 25 years in media/advertising



MZR Solution

- Transition from an “outsourced”, one dimensional media relationship
- Be the catalyst to provide a 360 degree marketing solution for one credit card company
- Build on existing technology to maximize advertising and e-commerce revenue for all the stakeholders
- Enhance the experience of the taxi patron



Why GroupM?

It pays to **DISCOVER**® Chicago!



TAKE CHARGE CHICAGO!



Taxi Affiliation Services, LLC

The NY Taxi Patron is younger, employed, educated and more affluent than the typical New Yorker.

Gender: 51% Female
49% Male

Age: 66% are 25-54
68% are 18-49
30% are 18-34

Income: 57% HHI \$75k+
46% HHI \$100k+
27% HHI \$150k+

Education: 59% College grad +

Occupation: 64% Professional/
Management

Passenger Load: 1.4 riders per fare



Traditional Media Benefits

Flexible

- Variety of ways to advertise... Video ads, Banner ads and Tickers
- Utilize full motion, flash or still ads
- Buy any quantity of spot inventory or buy a fully integrated Feature Sponsorship
- Ads can be changed quickly to meet changing objectives

Targeted

- Reach consumers when they are most likely to react with Time-Of-Day placement
- Reach consumers where you want to reach them with Geo-placement

Engaging

- Ads only run when a consumer is present so there is no waste of budget
- Put your ad within 2 feet of their eyes and ears
- Informative, Entertaining and Relevant programming for Taxi Riders

Measurable

- You only pay for ads run to completion
- Customized detailed reporting of your buy providing an analytical tool

Efficient

- Long dwell time to guarantee audience exposure
- Low commercial load for greater impact

