

Briefing 7

Client

Brussels Taxi

Context

You fly to Belgium to be part of the creative team behind Brussels Taxi.

Uber did not have an easy market introduction in Europe. Although it remains a strong concept, and despite its illegal status, lots of young people prefer Uber as a transport method. Logically, it won't be long until it will overpower the transport industry. Meanwhile politics and the traditional taxi lobby are desperately trying to block Uber from offering their services in Europe. However, Belgium will probably be the first country in Europe where Uber will obtain a legal status. As a traditional taxi organization, your job is to prepare yourself against such strong competition.

Challenge

Create Loyalty

Adapt or die. As a traditional taxi company, you don't have the added value of a company like Uber. Your clients are mostly older people, who are not familiar with smart phones and new technology. But that's not enough, you also need the younger customers if you don't want to be swept away from the market in 15 years. In 2016, Uber is expected to be fully legal in the Brussels area. Until then, you have to find a way to attract youngsters and your current customers to stay loyal to the traditional taxi service.

Deliverables

Create a reaching communication campaign with a fetching value proposition for the traditional taxi service, that attracts youngsters that would normally choose for Uber. On the other hand you have to stay accessible towards your existing customers. Make sure the campaign remains durable. You need your customers to remain faithful for a long period of time towards the traditional taxi. You can create a community, activate word of mouth, etc... Be aware that Belgian advertising policy does not allow you to mention Uber or any other competitor in your advertisements.