



# BicyTaxi Program

## Target

TrashTalkFCM BicyTaxi programs provide a fun and memorable experience for your target consumer!

### Objective

To promote Target's Sponsorship of the Houston Symphony Orchestra and increase awareness of the new Target location on I-10.

### Markets

Houston, TX

### Solution

A team of 5 BicyTaxis, each equipped with an Audio system playing Houston Symphony Orchestra music for consumers to enjoy while they were given free rides around Houston. The BicyTaxis visited hotspots around the area such as the Museum District, Rice Village, the Theater District, and hotels such as Intercontinental Hotel and Hilton Hotel. Brand Ambassadors driving the BicyTaxis also informed consumers that their complimentary ride was sponsored by Target, and told them about the new store on I-10.



### Campaign Details

- ✓ 5 Dedicated BicyTaxis
- ✓ Three 8-hour promotional days
- ✓ Gave free rides to consumers while Houston Symphony Orchestra music played in the back of the BicyTaxis

### Results

- ✓ Over 100,000 impressions generated!
- ✓ 232 total rides given!



For more information on this or any of our innovative advertising and marketing programs please call ☎

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