

Mobile text campaign delivers safer minicab service



MAYOR OF LONDON



Transport for London

Business Need:

As part of a print, **poster**, radio and TV campaign for a safer London, a **text message service** was created to give out numbers of **licensed minicab and black cab firms** in the user's location.

(The Mayor of London is committed to reducing sexual attacks by illegal minicab drivers.)

The Solution:

Subscribers text **HOME** to **60835** (spells 'GOTFL') and receive local licensed minicab and taxi information in the area they are texting from.



A **Location Based Service** search is used to pinpoint the subscriber's exact location, enabling the relevant information to be identified and sent.

The database of licensed minicab operators and drivers is updated daily to maximise safety.

Promotion:



- Launched by Mayor Ken Livingstone in 2004 and sponsored by Heart FM
- Re-launched in 2006 as Cabwise at Mayor of London press conference sponsored by Capital FM
- A new dedicated website (www.cabwise.com) enhanced the campaign alongside email marketing, DM and z-cards which were handed out by promotional teams



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Our Task:

- ✓ Devise interactive component of campaign
- ✓ Provide location and time specific phone numbers of *licensed* minicab companies
- ✓ Make the service quick and easy by using memorable keyword and short code
- ✓ Create mobile phone screensaver
- ✓ Provide web to mobile functionality

Results?

- ✓ **4,000** people requested the number within **three weeks** of launch
- ✓ **100%** year on year **increase** in monthly uptake since new branding campaign
- ✓ More than **400 licensed mini cab** companies signed up

“Adding the HOME mobile phone service to our Safer Travel at Night campaign has helped reduce the number of assaults and rapes by illegal minicab operators and has delivered, for the first time, a simple solution for people to access legal and licensed minicab firms across the Capital.”

Ken Livingstone, Mayor of London