



IN TAXI DIGITAL ADVERTISING PLATFORM: WHISTLER RESORT CABS



One Step Solutions has partnered with TOPAZ & Resort Cabs, one of the largest Taxi Companies in Whistler, B.C. We are converting 100% of the fleet with our 7inch digital advertising screens. The displays are fitted in the back of the passenger seat, creating an engaging platform for advertisers and an easy conversation starter for drivers and passengers alike.

Operating in Whistler for over a decade, Whistler Resort Cabs has focused on providing an elite level of convenience, customer service and comfort. Family owned and operated, they have built extremely strong relationships with businesses and people in the community. From airport runs, to GPS tracking and a fleet that offers all four wheel drive vehicles, they are a staple in the community

OBJECTIVE

Being forward thinking, Whistler Resort Cabs has provided a new and enhanced service to its customers which has made their trips even more enjoyable. The content is informative, educational & entertaining whilst including advertising from local companies of all sizes. This engagement in the platform is relevant to the customer base and helps to finance the investment being made.

The Screens are installed across the varying vehicles using a head rest bracket. The focal point was to manufacture a versatile bracket which holds the screen firmly in place whilst also allowing for it to be adjusted in all different types of Taxi vehicles. The screen had to be extremely robust to withstand the rigours of everyday Taxi "life" including night time Taxi "life".

SOLUTION

A custom 7 inch screen has been designed in a mild steel housing with fully protective glass on the front which is not even noticeable. This ensures the highest level of display quality. Our professional set up incorporates a fully adjustable bracket while allowing the headrest to be fully adjustable. Our Taxi's have been fitted with Telus Wifi, our media player is impeccably installed inside the back of the passenger seat or under the carpeting of the passenger seat. All wiring is hidden and a kill switch has been installed to ensure the best power supply option possible. Drivers simply turn the switch on when operating and off when they are done. We are able to easily update and change content remotely with no interruptions to anyone and can also turn off the screens remotely.

OUTCOME

The Screens will be installed as each vehicle is brought into the service area. This allows for a comfortable and strategic deployment schedule. The reaction from the drivers, customers and the Owners of Whistlers Resort Cabs has been great. The displays will play loops of advertising to the riders in a non intrusive way, providing a great experience for the Customers. Advertisers are able to play static ads and videos for a specific time. Advertisements will cover the entire screen, thus providing advertisers exclusive readership of the content on the display.



“ We are excited about this new initiative and partnership. The platform of displays and content is providing our riders with various products and services in Whistler and surrounding areas. Our drivers are more easily able to engage with our customers leading to a more entertaining ride and return customers ”

Ownership Group Whistler Resort Cabs