

MTBOT

**TAXI**  
DRIVE YELLOW

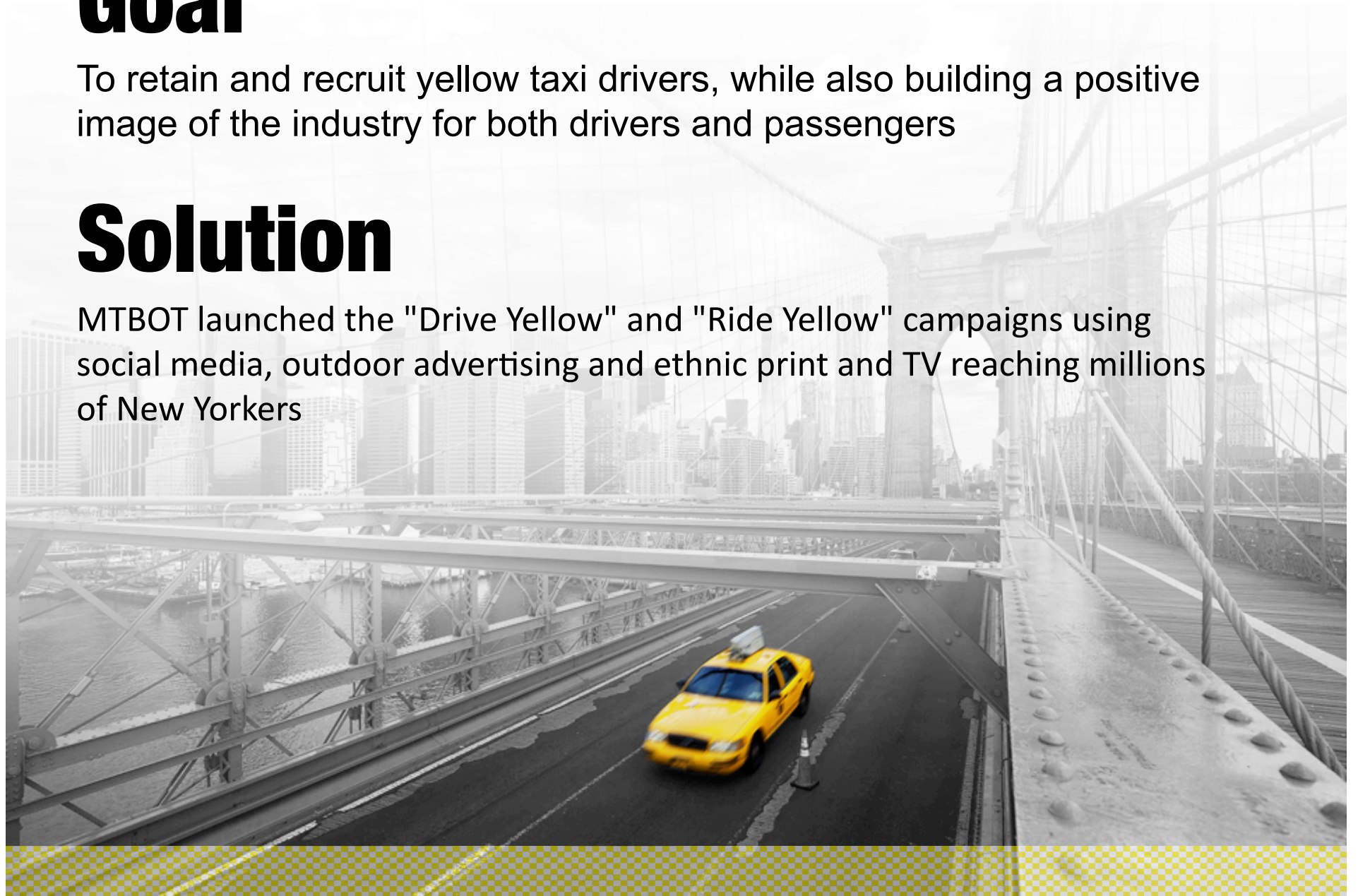
**TAXI**  
RIDE YELLOW

# Goal

To retain and recruit yellow taxi drivers, while also building a positive image of the industry for both drivers and passengers

# Solution

MTBOT launched the "Drive Yellow" and "Ride Yellow" campaigns using social media, outdoor advertising and ethnic print and TV reaching millions of New Yorkers





# Video and Television





# Driver Recruitment Commercial



3 Million  
views

2 Cable  
television  
stations



# Passenger Satisfaction Commercial



12 Million  
Views

8 Million  
Ads shown

\$268,000  
Value

(donated by CMT & VTS)





# Outdoor Media





# Bus Ads

18.29 Million  
Views

1,000  
Buses







# Real New Yorkers Ride Yellow Taxi Tops

1 Billion  
Impressions

\$400,000

Media Value  
(donated by VTS)





# Digital and Social Media





# DriveYellow.nyc Website



**19,809**

Page views

**15,133**

Total visits

**2,565**

Unique visits per month

**3,357**

Unique page views  
per month







# Driver Recruitment Facebook Ads

8,282

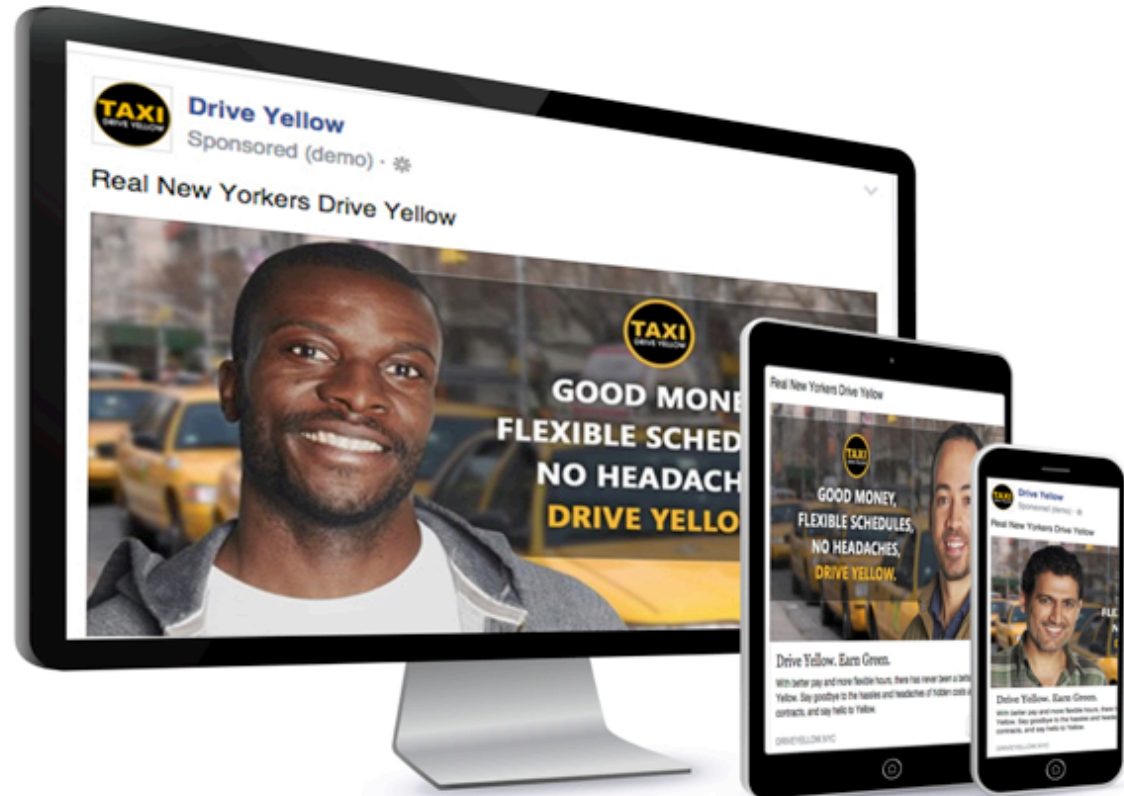
Total website clicks

1.16 Million

Impressions

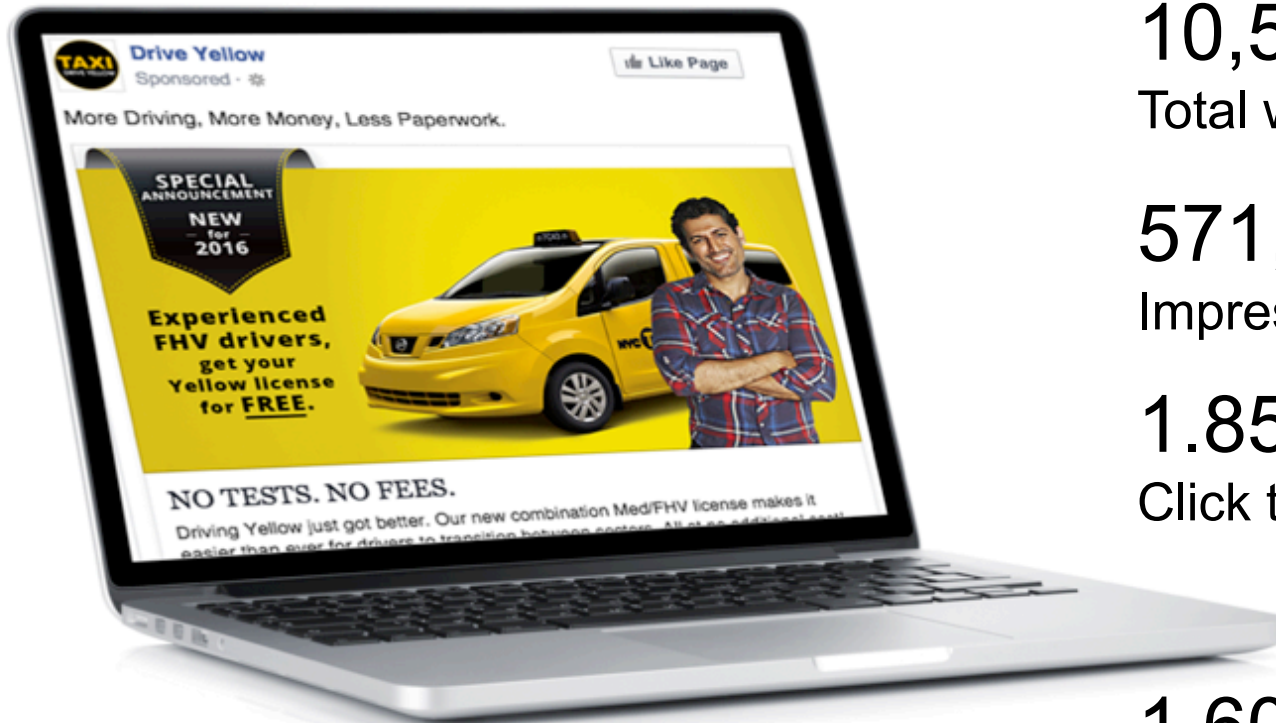
.71%

Click through rate





# FHV Universal License Banner Ads



10,572

Total website clicks

571,502

Impressions

1.85%

Click through rate

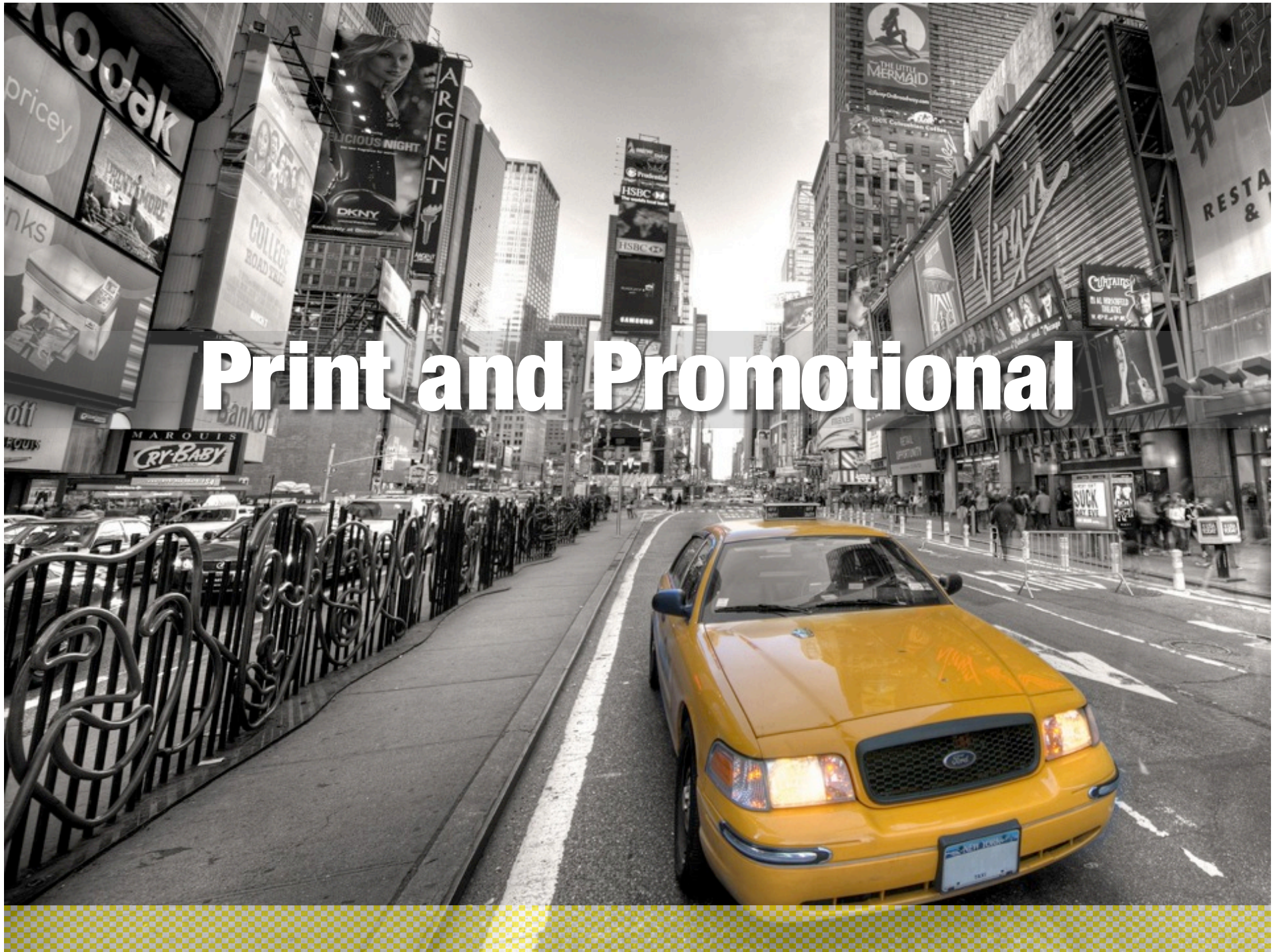
1,606

FHV driver visits  
to Help Center





# Print and Promotional







# Driver Recruitment Newspaper Ads

5.77 Million  
Views

62 Ads

10 Newspapers

Over 6 Month  
Period







# Drive Yellow Promotional Material



5,000  
T-shirts  
distributed

