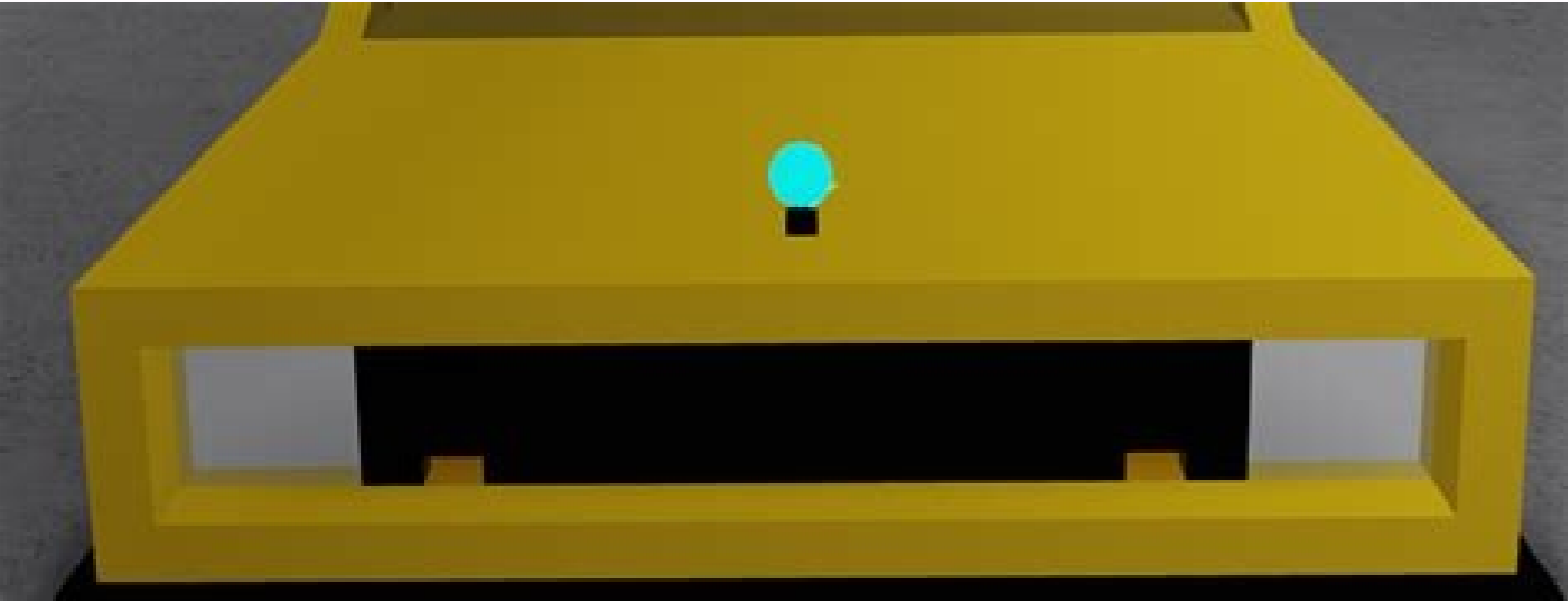


Taxi 2 unlimited money

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(Pocket-lint) - The smart taxi service Uber has announced a new feature called UberPool which lets users share rides. In busy centres where lots of people are using Uber to get rides in similar directions at similar times, why not share and save money? That seems to be Uber's thinking anyway. Since Uber sees all the journeys requested on its app there must be enough cross-over for it to warrant creating the UberPool option. Initially even if UberPool doesn't find a match for you to share with it will discount your ride, presumably to promote use of UberPool. UberPool is in private beta right now to work out the kinks but will allow users to save money. You won't know who you're sharing a ride with but it seems like a great way to help the environment too. Best iPhone apps 2022: The ultimate guide By Maggie Tillman - 30 April 2022 These are the absolute best iPhone apps available right now, from productivity apps to apps for travelling, reading, listening to music, and more. But it's not so great for taxi drivers who will loose more individual fares. Even after London's black cab incidents Uber still seems to think it knows best for drivers. UberPool could even be a great way to meet new people. We can imagine the Uber-sponsored romantic comedy film is already in the works. The UberPool option will work in the same way as the usual Uber app, calling a taxi to your location. Only you'll be able to activate the UberPool option and be told the first name of your co-rider. If no match is found you get the discounted journey anyway. UberPool is rolling out in private beta right now with broader expansion planned for 15 August. Check out the Uber website to see if it's available in your area. Writing by Luke Edwards. I'll be the first to say that Uber's growth techniques have at times been questionable at best, though they deserve credit for tapping into what must otherwise be one of the least competitive and least-customer focused markets. In the past years, just about every time I take a taxi I seem to have a bad experience: Regardless of how Uber has grown, the result is crystal clear. You get a car within minutes where you're treated like a valuable customer, and that's largely thanks to the instant feedback loop — you rate the driver, and the driver rates you. I'll do almost anything to avoid a taxi, and only take one in cities where Uber isn't really available and public transportation isn't great. So this morning my mom and I took a taxi from Offenbach (near Frankfurt) to Frankfurt Airport. While Uber is in Frankfurt, there are very few cars, so the closest one was over 20 minutes away. We're flying home a bit earlier than originally expected since I want to see a doctor in the US ASAP. We wanted to go to the First Class Terminal, which he acknowledged when we got in his car. I'm talking to my mom during the drive, and when we talk we switch between German and English. About two minutes into the ride the driver chimes in and reprimands me for speaking any English, saying I should always speak my "mother tongue." I found it a bit odd he jumped in, even if he meant well. Then he proceeded to spend the next 20 minutes to the airport ranting about America, and telling me how if I travel anywhere in Asia or Africa I should say I'm German and not say I'm American (he was from Afghanistan). Now, I can appreciate that historically Americans aren't the most well regarded around the world, necessarily, but to suggest that you shouldn't admit to being American anywhere in Asia is preposterous. But he assured me it was true — "I've been to Asia before," he said. I obviously didn't argue with him, but rather just let him talk. Which he did... for the next 20 minutes... without stopping. Then we get near the airport, and I had to interrupt his tirade to say "just to clarify, we'd like to be dropped off at the Lufthansa First Class Terminal please." "Ja, ja." "What do we do? We drive immediately past the First Class Terminal. "Excuse me, I think we missed the First Class Terminal. It was just on the right." "No, that's not for first class. The first class check-in is here." "Right, but we want to go to the separate First Class Terminal, which we definitely just passed." "No, that's for business class passengers." "Okay, then can you take us to the Business Class Terminal please?" "But first class is here." "Please." We loop around the airport again, except he makes a wrong turn, so we have to loop again. At this point he stops the meter and says "you can just pay me what's on the meter, I'll give you the rest of the ride for free. But I'll start it again when we get to the terminal and you realize you're in the wrong place." Gee, thanks! We do eventually get to the First Class Terminal, though he won't let us out. "Wait, I'll ask for you first so you can see that this isn't where you need to be." He didn't unlock our doors, but got out of the car. A minute later he returned and said "yes, we're right." Admittedly this is a very minor gripe, but... wtf? There was a time, not that long ago, when design and advertising just didn't get on. "Ad people thought designers were wankers," reveals Steve Mykolyn, executive creative director of TAXI Toronto and Calgary. "Design people looked at advertising and saw it as vacuous, disposable and in some cases just downright crap." Mykolyn himself comes from a design background - digital and interactive, to be more accurate. Yet he has worked for TAXI since 2001. Is he a defector or a double agent? At this point, professionally laid-back, he wheels out what sounds suspiciously like a catchphrase. "I always said I'd never work for an ad agency," he explains. "And I still haven't." TAXI, Mykolyn insists, isn't an ad agency - it's something else altogether. TAXI has a mixed parentage. Its two founders came from opposite sides of the creative crevasse: Paul Lavoie, art director turned designer, and Jane Hope, designer turned art director. They decided that the two disciplines were perfectly suited and set up TAXI as an integrated design/advertising shop. "This turned out to be a really smart business decision," observes Mykolyn. TAXI loves integration, and it always has. Now this love is being rewarded with heaps of awards, an expanding client roster and a growing international reputation. But what does the firm actually mean by 'integration'? According to Wayne Best, executive creative director at the New York HQ, it's a cultural thing: "The most important thing to me is the collaboration." Best is willing to admit that it may be a little cliché but that can't be helped: "There's walking the walk and there's talking the talk." Best works two doors down the hall from Stewart Devlin, the NY head of design. Best explains, "I'll be looking at an ad and say, 'Stewart, what do you think?' And we'll just sit in a room and hash it out." The story is the same at every office - collaboration is the name of the game. Mykolyn explains how this works in practice. "At the outset of any challenge, any brief, we work on the development of a platform." Platforms come in two flavours, 'brand' or 'campaign', the essential difference being that a campaign has a limited lifespan. At this stage anybody can be involved, be they writer, designer or planner, and together they decide on the platform - the big idea. "We then look at the different media channels and build the execution around that," he adds. The ideal is to have a core team as diverse as possible without bloat. This ensures the maximum amount of 'new thinking', 'empowerment' and 'innovation'. These are advertising people, after all. Best was recruited in 2005 to help build the New York business. Until the two founders, Lavoie and Hope, moved to the city in 2004 TAXI was a Canadian agency. Their decision to set up in New York reflects a facet of Canadian corporate culture and of advertising in general. Essentially, ad agencies grow through their major brands. TELUS is a huge telecoms provider but, like a lot of Canadian firms, it hasn't expanded globally. Agencies like JWT grew with Ford, and Wieden+Kennedy with Nike. To hook a fish like that, you need to be where the action is. And that means New York City. Viagra, MINI and TELUS: while they may be corporate in nature, these clients appreciate the integrated, non-standard approach that TAXI represents. "My heart has always been in smaller agencies," says Best. "I love the feeling that you're all on a mission together." TAXI's independent status is mirrored by a preference for independent thought. The shift of focus to NYC gave the agency a chance to show its entrepreneurial spirit while retaining the stability of its Canadian offices (two in Toronto, plus one each in Montreal, Calgary and Vancouver). "We were able to build the agency for this whole new era of advertising," Best concludes. "Where it's a lot more media-agnostic, and a whole lot of other media terms and clichés." When TELUS first came to TAXI, the mobile-phone market in the US was poorly understood, and most of the ads focused on their value in emergencies. Mykolyn sums them up when he laughs, "You need this phone because disaster can strike at any moment." TAXI came up with the catchphrase "The future is friendly" twinned with a palette of images and colours that suggested nature. This was more than ten years ago, and TELUS is still with TAXI. It may sound trite to say that an ad agency is forward-looking, but five minutes in front of the TV tells you that most of them aren't. TAXI may not walk the walk to quite the degree its staff would like to think, but it kicks the living daylights out of 95 per cent of the competition. And behind the talk of 'a new age of advertising' is both genuine consideration and positive action. It's clear that Mykolyn enjoys this topic: "The new thinking doesn't pertain to the discipline as we know it: ads, interactive or design. It pertains to the media channel." It used to be the case that agencies would buy a 30-second TV spot then come up with something to fill it. "Now you're starting to see firms finding new ways to talk to people on different surfaces, through different digital media." For TAXI this is a good thing, since it fits the company's integrated approach. It would be easy to get carried away with all this talk of new surfaces and media divination, so it's comforting to hear that TAXI maintains a connection to the basics. "Traditional media is not dead," explains Stephane Charier, the creative director of TAXI Montreal. "We just have some new ingredients now." NYC's Best echoes this. "New technology's got to be baked into a smart strategy that's appropriate for the client and executed perfectly." In the end, it comes down to a question of motivation. "There are many ways to tell a story," observes Mykolyn. "The goal is to do something nobody has ever done before." Maybe designers and ad people can live together after all. URL www.taxi-nyc.com Thank you for reading 5 articles this month* Join now for unlimited access Enjoy your first month for just £1 / \$1 / €1 *Read 5 free articles per month without a subscription Join now for unlimited access Try first month for just £1 / \$1 / €1

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