



# **Communicating & Connecting**

the 21<sup>st</sup> century taxicab experience

**COMMUNICATING**

**CONNECTING**





# Connecting

Empathy and relevance.

# How I choose to travel reflects who I am.



research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. EllisJonesAU  
tw. @ellisjoneslive

ellisjones.com.au  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**

**“I say taxi you think and feel...”**





*ellis jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. [EllisJonesAU](#)  
tw. [@ellisjoneslive](#)

[ellisjones.com.au](#)  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**



*Ellis Jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. [EllisJonesAU](#)  
tw. [@ellisjoneslive](#)

[ellisjones.com.au](#)  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**





*ellis jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. [EllisJonesAU](#)  
tw. [@ellisjoneslive](#)

[ellisjones.com.au](#)  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**





*ellis jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. EllisJonesAU  
tw. @ellisjoneslive

ellisjones.com.au  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**



*ellis jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

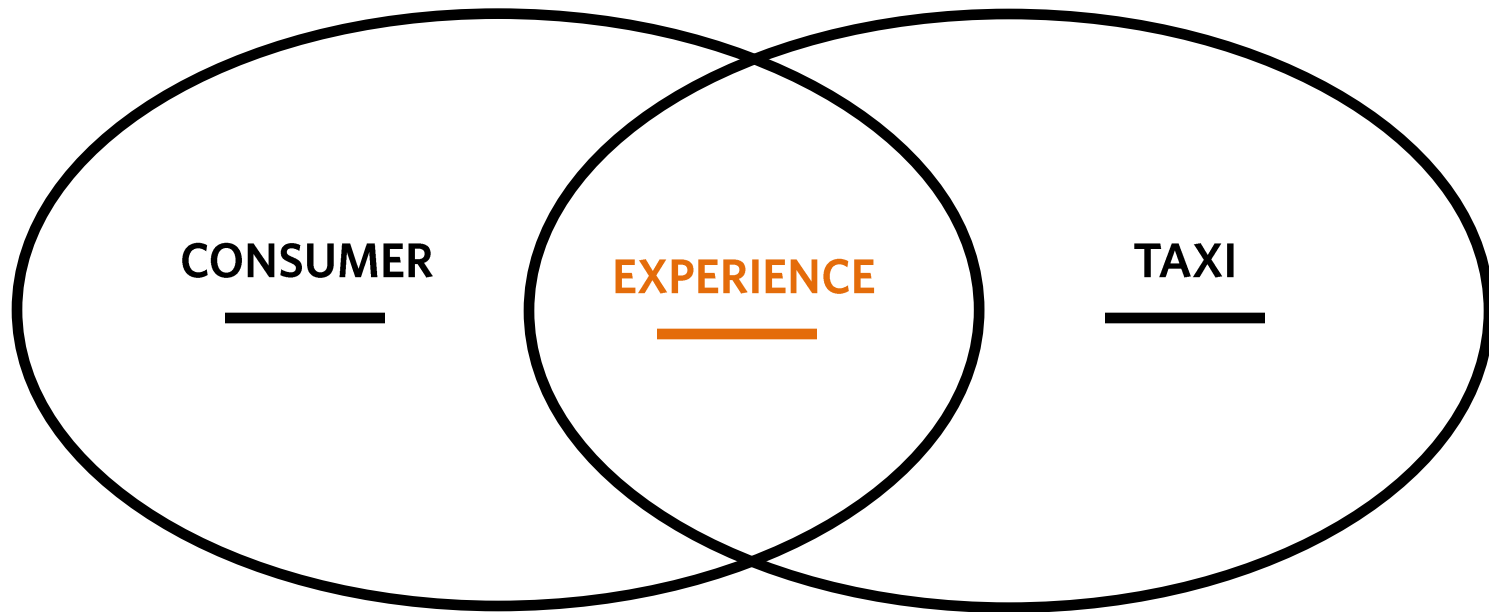
fb. [EllisJonesAU](#)  
tw. [@ellisjoneslive](#)

[ellisjones.com.au](#)  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**







# Value

What I buy reflects  
my attitudes, beliefs,  
social context



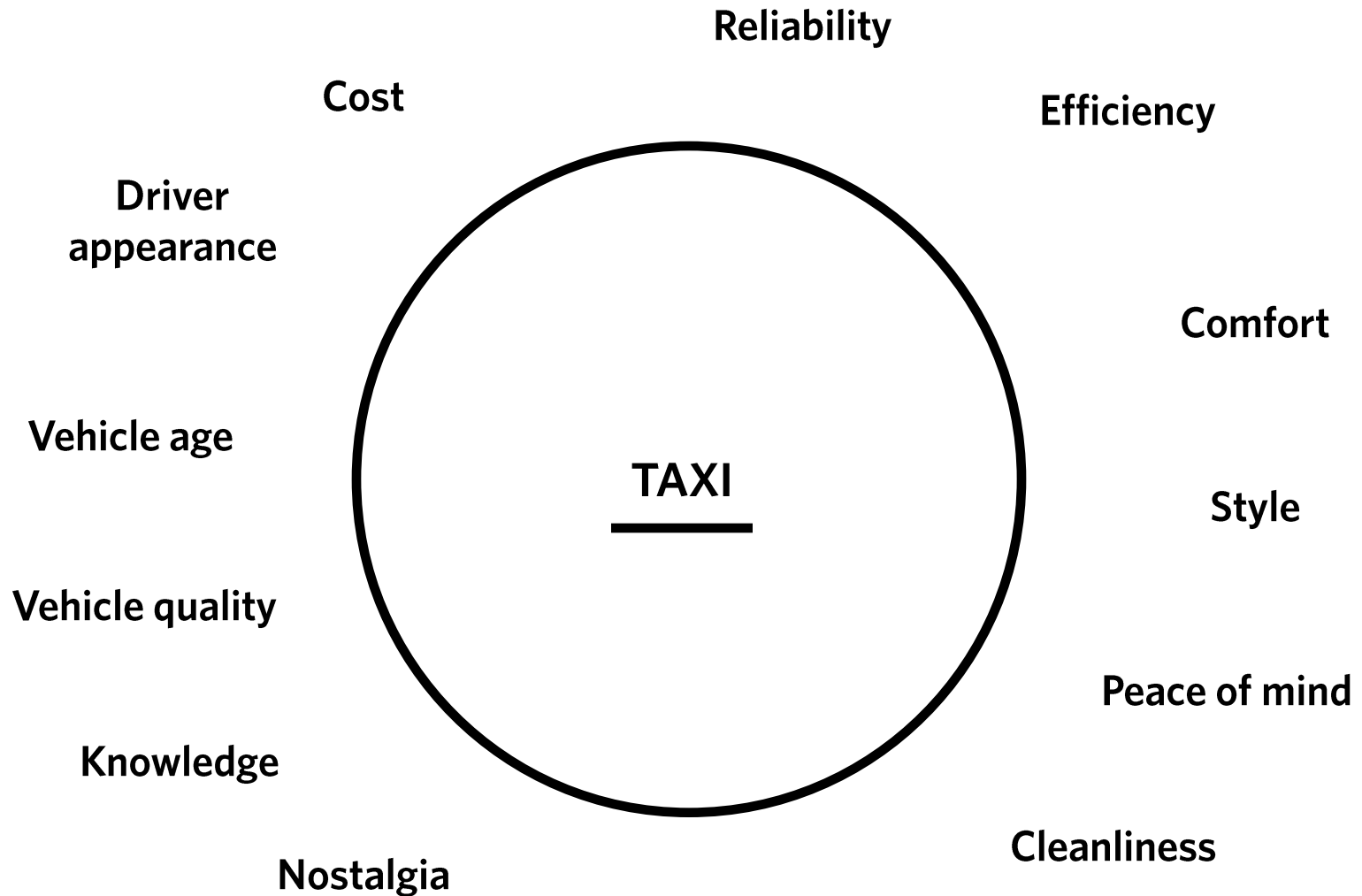
**FUNCTIONAL  
BENEFITS**

+

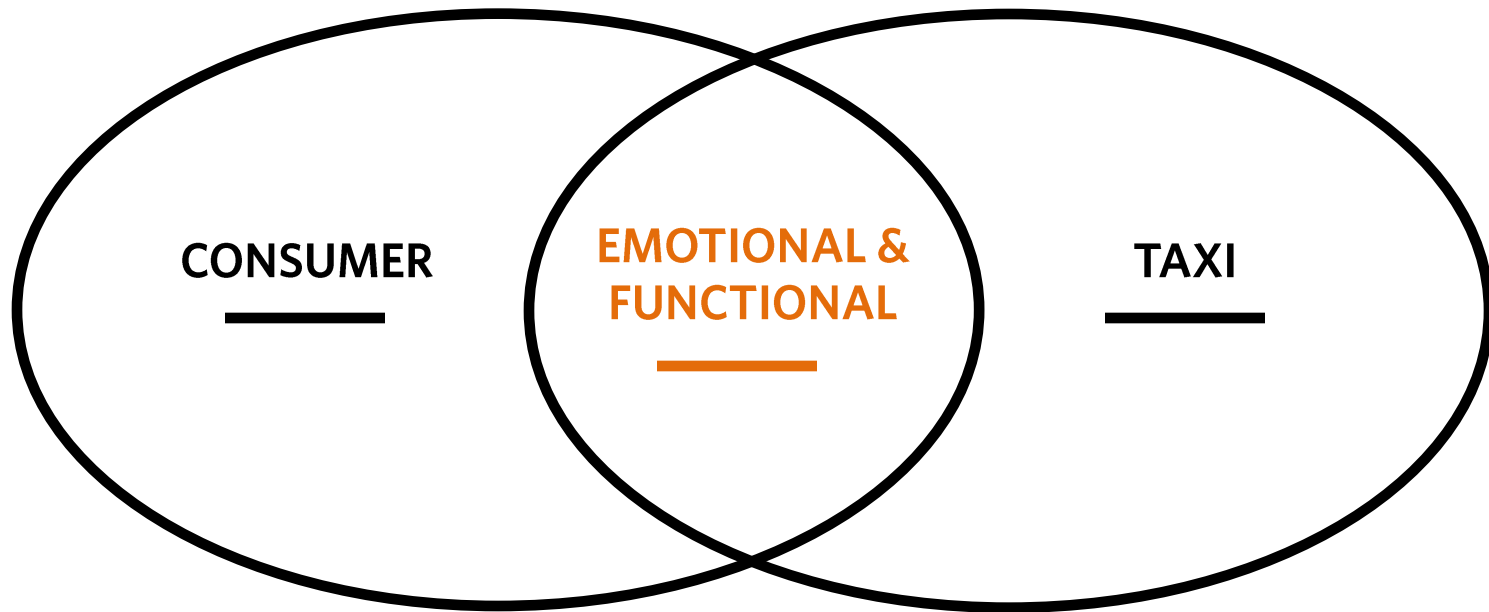
**EMOTIONAL  
BENEFITS**

=

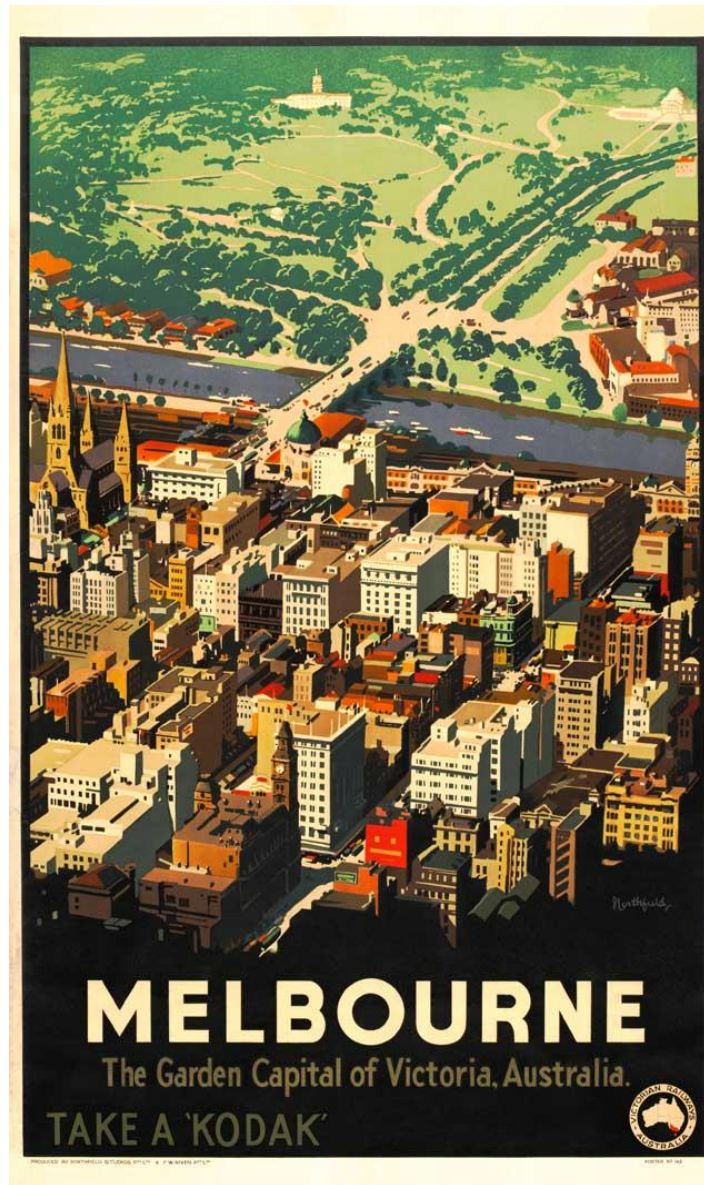
**VALUE  
PROPOSITION**



# What is the *Taxi Experience*?







*Ellis Jones*

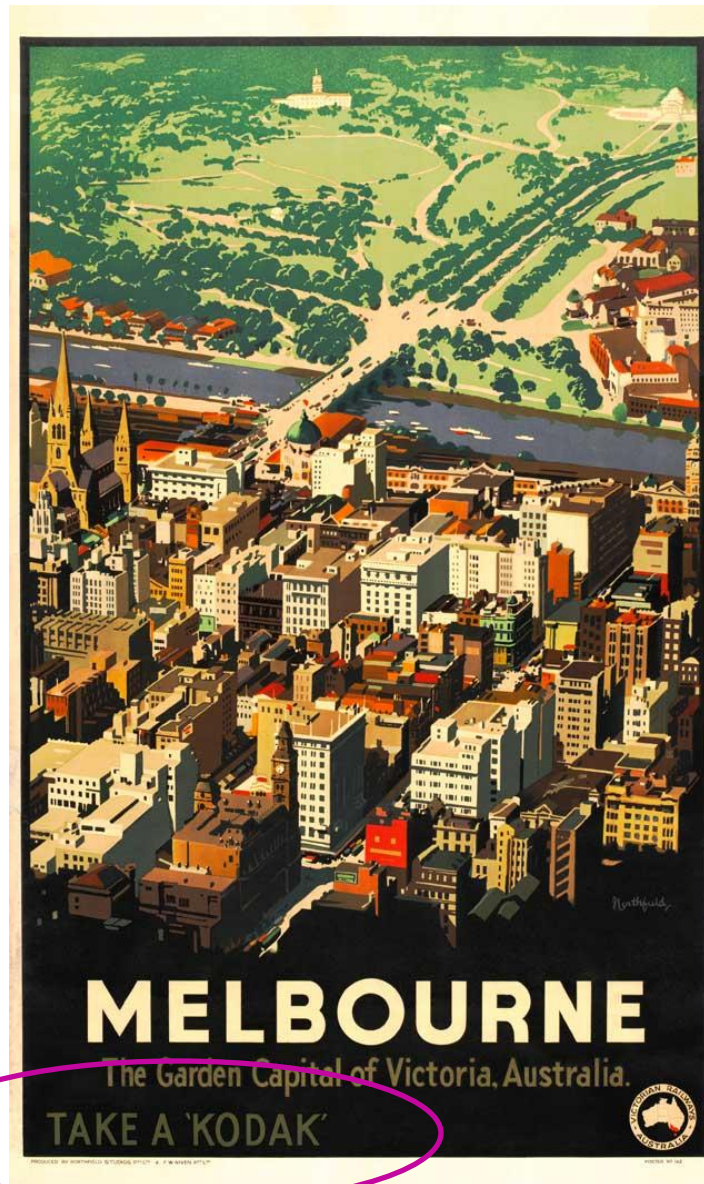
research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. [EllisJonesAU](#)  
tw. [@ellisjoneslive](#)

[ellisjones.com.au](#)  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**



*Ellis Jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. [EllisJonesAU](#)  
tw. [@ellisjoneslive](#)

[ellisjones.com.au](#)  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**







*ellis jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. [EllisJonesAU](#)  
tw. [@ellisjoneslive](#)

[ellisjones.com.au](#)  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**





*ellis jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. [EllisJonesAU](#)  
tw. [@ellisjoneslive](#)

[ellisjones.com.au](#)  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**

**“The three-penny fare was cheaper than a cab ride and soon services were operating to Richmond, Carlton and North Melbourne.”**

- (1870) 'History of Trams in Melbourne', Yarra Trams





*ellis jones*

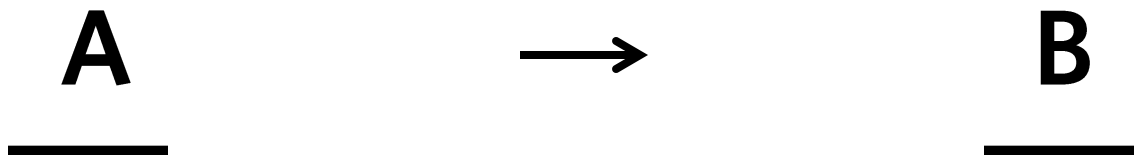
research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. EllisJonesAU  
tw. @ellisjoneslive

ellisjones.com.au  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**





**“Life is a journey, not a destination.”**

- Ralph Waldo Emerson

A



B

**“First cab off the rank.”**

# “Taxi!”



research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. EllisJonesAU  
tw. @ellisjoneslive

ellisjones.com.au  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**

# What is the *Taxi Identity*?



research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. EllisJonesAU  
tw. @ellisjoneslive

ellisjones.com.au  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**

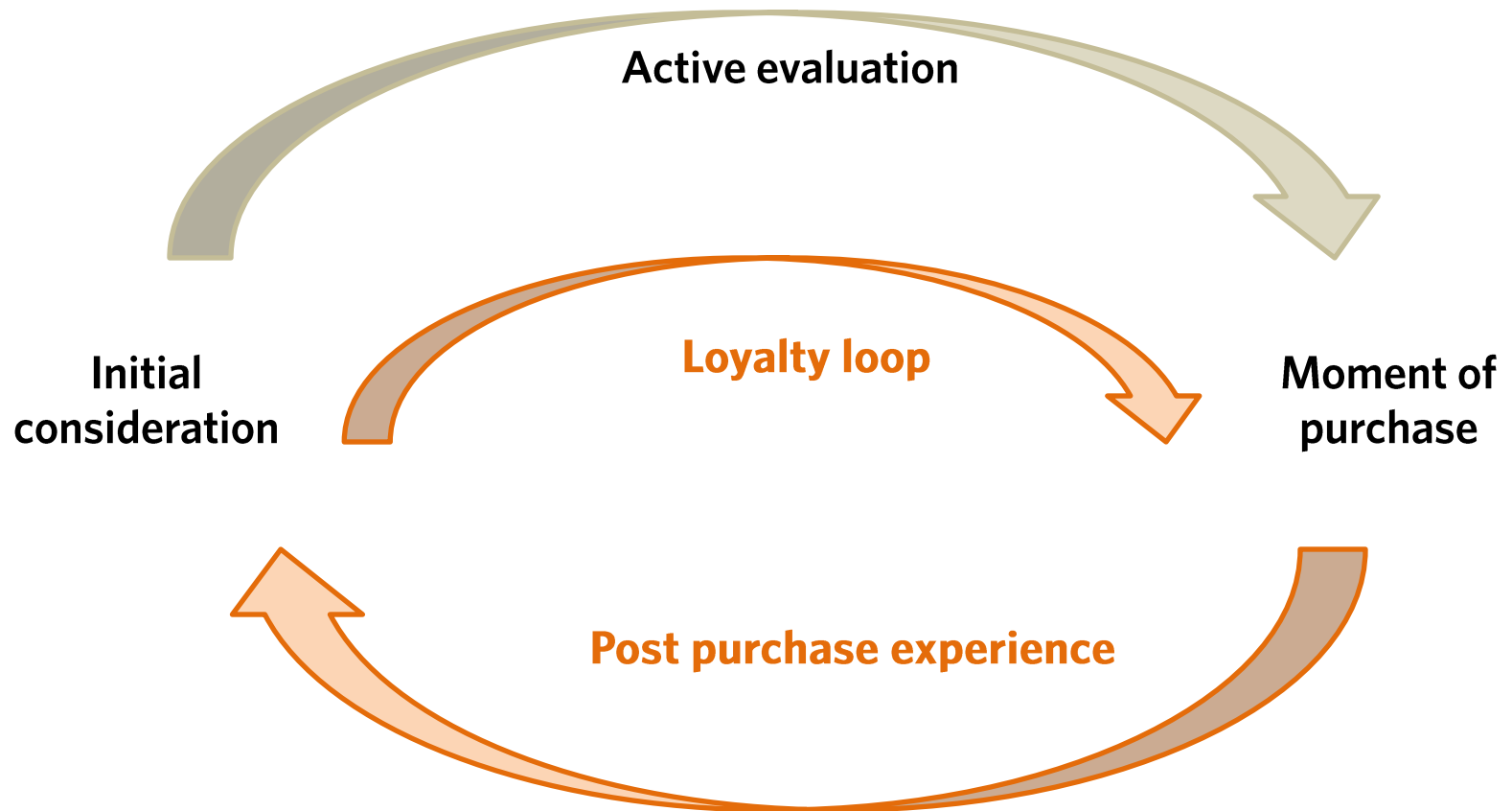


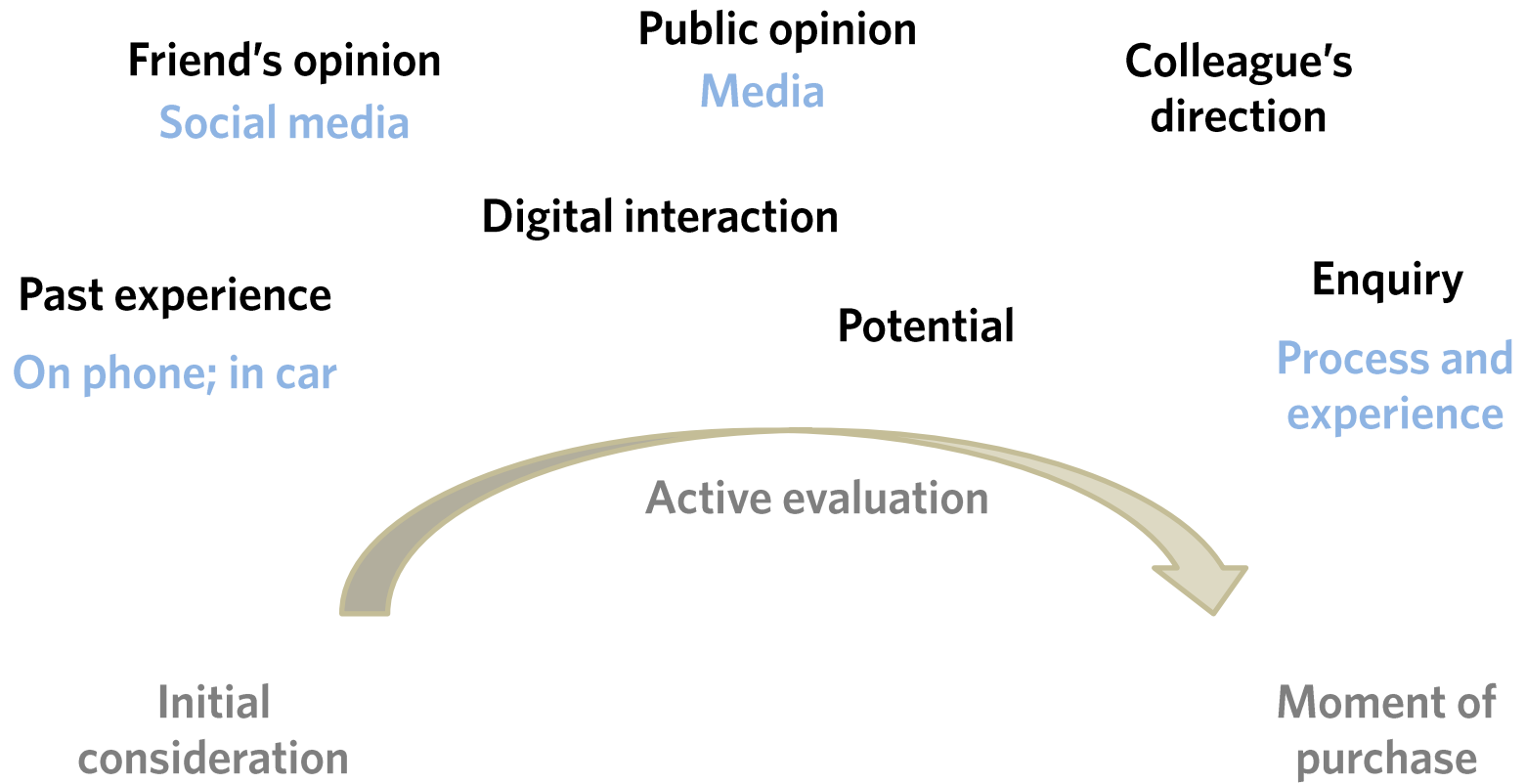


# **Communication**

Right method,  
message, timing.

# Consumer journey





Initial  
consideration

Moment of  
purchase

Post purchase experience

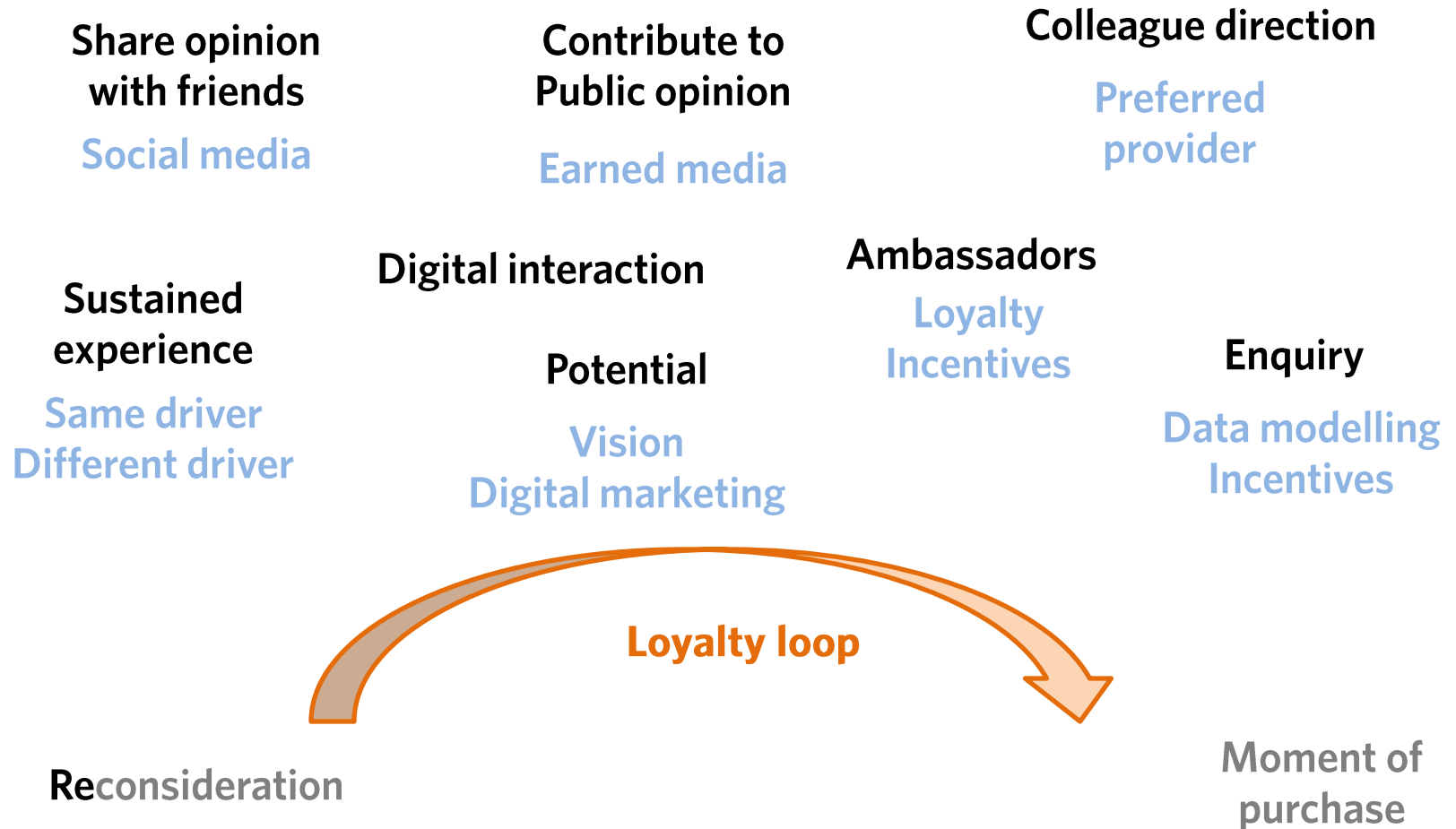
Assistance

Driver

Car

Technology





# Nudge theory

- At trigger points, what are people feeling?
- How can we be present?
- What message or incentive will have impact?
- How do we validate the decision at every point along the value chain?

**Market forces change.  
Emotional connection doesn't.**



*ellis jones*

research. marketing & pr. social impact.  
branding. social media. design. websites.

fb. EllisJonesAU  
tw. @ellisjoneslive

ellisjones.com.au  
+61 (03) 9416 0046

14/28 down street collingwood  
melbourne 3066 australia

**People  
Talk.**