



Taxi Marketing: Images

There are two main types of taxi matchbook images. The first type is intended to represent and/or reinforce the main selling points.

The second type consists of seemingly irrelevant images published in series (pretty women, scenic attractions, cartoons, animals) but which embody a somewhat different marketing strategy.

The first type of image tells viewers that the company employs drivers who are attentive, courteous and professional, that its fleet of cars is up-to-date, that its service is prompt, fast or speedy and that it uses up-to-date technology (telephones and radio).

Some matchbooks use stock images of a smiling man in a cap and bow tie to depict the friendly professional driver, but the same image was no doubt used by other businesses to represent other service personnel, such as gas station attendants or appliance servicemen.

More interesting are the images that depict the ideal cab driver at work -- opening cab doors for customers, or soliciting fares or acknowledging hails from inside the cab.

Cars are often depicted in enough detail that the make, model and year can be identified.

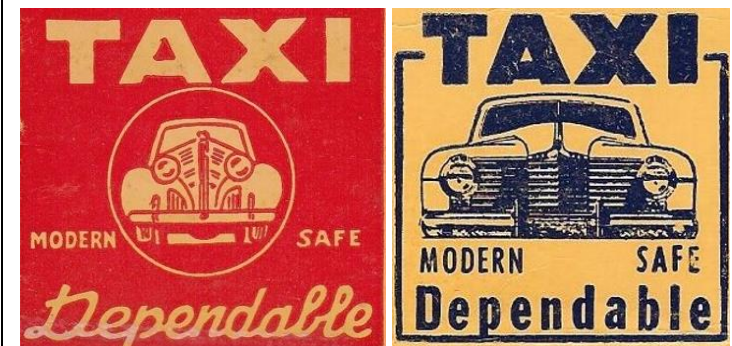
Fast moving cabs are represented with trailing speed lines or with one or more wheels airborne. Radio dispatched cars emit lightning bolts.

A few of the images have taken on the status of icons and continued to be used on matchbooks long after their apparent shelf life had expired.

The single most-often used image, dating from the 1930s and updated during the 1940s, shows a cab dropping an elegant couple off at a fancy venue. It appears 58 times in our population of 821 matchbooks (64 times counting the update).



Another heavily used pair of images appear a total of 56 times:



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