

A black taxi is shown in motion, driving on a road. The taxi has a white sign on its roof that reads "dweh dooh". The background is blurred, suggesting speed.

**dweh  
dooh**

**Wedooh Ltd**  
**Birmingham taxi top licence application**

# Company background

- A partnership between Elonex Ltd (a Birmingham based poster company – the 5<sup>th</sup> largest outdoor business in the UK) and one of the founders of Boldmind Ltd, a tech business that allows advertisers to directly access digital screens in real time
- Wedooh took over the Brightmove Media taxi tops in Dec 2017 – one of 3 taxi top companies that had operated in London since 2014
- Having worked closely with TfL, our licence was renewed in January 2018. Since then, we have started to bring in new advertisers – including many local businesses, and seen a significant increase in revenues which we share with the drivers
- We want the first roll out to be in the 2<sup>nd</sup> largest city in the UK - Birmingham



# Technical - Safety

- The Brightmove taxi tops were developed 5 years ago and have been in operation in London for 4 years – the first digital tops globally. In that period, no accidents have ever been recorded for Brightmove or any other taxi top operator in the UK
- Brightmove screens also operate in the US and are piloting in the Middle East
- To gain a TfL licence, a number of approvals had to be passed:
  - European Standards Commission – E Mark to cover screen emissions and full electrical standards
  - Vehicle Certification Agency (VCA):
    - Comply with Road Vehicles (Construction & Use) Regulations 1986
    - Comply with Road Vehicles Lighting Regulations 1989
    - Sled test to comply with crash safety regulations
    - ISO 9001 certification to pass conformity of production and quality control & installation of taxi tops
    - Electrical architecture to meet or exceed EC approval M1/IVA standards
    - IP65C Category 1 Certification – protection from the elements
    - Transport Research Laboratory – independent safety & distraction study



# Technical - Safety

- In similar fashion to the UK through the VCA, FCC approval was granted to the Brightmove taxi tops in the US
- The brightness of the screens adhere to all roadside advertising regulations. There are 2 sensors on the screens to automate the brightness dependent on weather/light



# Technical – Performance

- The taxi tops have been developed to have minimum impact on vehicle performance – the use of LED technology has allowed us to have the smallest and lowest weight tops
- There is 'minimal impact' on fuel usage
- There is 'minimal impact' on emissions

(Our definition of 'minimal impact' is little or no effect)





# Technical - Innovation

Hardware and software development have been undertaken in the UK and are market leading products

We have a number of unique capabilities that can change the way that messages are posted:

- Automated triggers: weather, pollen, pollution, bespoke
- Self serve/real time posting – very helpful for small businesses
- Geo targeting



**dweh**  
**dooh**

# Benefits – Local businesses

Allows small local businesses to advertise with much lower budgets vs. other local media. Not just for large national businesses

Allows local businesses to advertise only in their local area

Through a self serve capability, allows local businesses to advertise in real time and with complete flexibility – days/time of day

Look to move the production of taxi tops to Birmingham



**dweh**



# Benefits – Birmingham Council

A new, effective and speedy means of making Birmingham residents aware of events, news & public information

Taxi tops can become part of the fabric of Birmingham and help innovate the way public messaging is delivered:

- **Promote public events in the city**
- **Broadcast news in real time**
- **Deliver vital public information: emergencies, weather, travel**



**dweh**



# Benefits – Birmingham Council

- Immediate access to taxi top screens
- In the event of an emergency, all taxi top advertising will cease and be replaced with real time alerts & safety messaging
- Easy promotion of public events in the city
- Support the Commonwealth Games
- Promote the enormous achievements in the city
- Increase the feel good factor for city residents
- Highlight major companies investing in the city, promoting the likes of HSBC, PWC and hopefully Channel 4!
- Show off all that is best about Birmingham to visitors
- Add to Birmingham's reputation as a leading innovative, technical and media city



# Benefits – Taxi drivers

Taxi tops will create a new buzz about taxis and add to the general promotion of taxi services

Taxi tops will create new revenue streams for drivers - under pressure from Uber

Drivers will be seen to be leading innovation

**Wedooh will adopt the same model as London – revenue share:**

- **Drivers share in the success of the business**
- **Drivers feel part of the business**



**d<sup>We</sup>ooh**

# Potential drawbacks

- As most activity is shorter bursts of activity and we run multiple adverts in a loop, there will be many more pieces of copy to check
- **Our solution: We adhere to all the rules & regulations of the local Council and ASA. If there is a 'grey' area, we will not run the advertising. Elonex has a long history in Birmingham and have never had issues with advertising copy. To date we have not needed to ask TfL for copy clearance. Only political messages are needed to be checked. For Birmingham, these are not allowed**
- Multiple advertising messages (livery/taxi tops)
- **Our solution: Liveried taxis will not have a taxi top**



# Summary

- A new innovation for Birmingham
- Delivered by experienced professionals and leaders in the advertising & technology markets
- Helping local businesses attract new customers
- Benefits all stakeholders – local businesses (large and small), taxi drivers, Birmingham Council as well as Birmingham residents and visitors
- Much more than another advertising channel – provides vital public information to the local community
- Making a positive impact on the Birmingham economy

