



Beck Taxi celebrates the people who move this city

Beck's latest ad campaign features drivers, patrons and employees as they express their unwavering love for a company that is #DrivenByPeople

TORONTO: Beck Taxi has a long-standing relationship with Toronto after serving the community with safe rides for 50 years. In its newest advertising campaign, Beck takes a meaningful stance behind both drivers and the entire city of Toronto.

Given the recent focus on the importance of good corporate culture, this campaign is perfectly timed.

"Today's society has a kinship for technology, but consumers also want personal attention to their needs. It can be challenging to provide both at the same time," explains Kristine Hubbard, Operations Manager at Beck. "Ride-hailing companies, have created technology that uses people. At Beck, we are people who use technology. That human element is often forgotten, but we think of it as the key to our success. You can have both."

The campaign launch precedes the significant 50th anniversary of Beck, as it declares its love for Toronto, while paying homage to its core presence within the city over the past five decades. It highlights monumental Toronto events, from ice storms to the renaming of 'the Dome', while also touching on individual experiences of 'the people who drive Beck'.

A touching 60 second spot, out-of-home boards and social amplification features a combination of drivers and customers alike as they attest to why Beck matters to them. An online video series launched this week depicting true stories from employees, drivers and customers as they share their experiences from over the years.

"It's going to be a lot of stories introducing ideas surrounding what Toronto and its people mean to Beck as a company," says Hubbard. "We want everyone to know how that our entire organization shares in the mentality that whatever is important to you, as passengers, is equally as important to us. We won't change our sense of urgency in getting you from point A to point B in a safe and timely manner, whether you're in labour or just trying to avoid a little rain."

The campaign strategy, creative assets and plan were developed by a Toronto based company, Community Agency, in conjunction with Haddon Strategy, who were also responsible for Beck's 2015 rebrand. With ongoing efforts to continually improve the customer Experience, and a newly refreshed website, the teams continue to work on showcasing Beck as a company that is truly #DrivenByPeople.

For more information please email media@becktaxi.com



About Beck Taxi

Beck Taxi is an iconic part of the city of Toronto. Founded in 1967 by Jim Beck, the distinctive orange and green colours of Beck are instantly recognizable, citywide. With the largest fleet in the city, you can be assured there will always be a Beck Taxi available in your area, 365 days a year, 24 hours a day. At Beck Taxi, our hospitality and professionalism are top priorities, as is our goal of providing service of the highest quality.

About Community Agency

Community is a creative agency with offices in Toronto and Miami. It has a design-centric approach towards building relationships between brands and their audiences. With over 15 years of communications expertise, it works with client across North America and Europe. From branding to experiential and digital, they connect people, creating a thriving Community anywhere. For more information, visit www.thecommunity.ca.

About Haddon Strategy

Haddon Strategy is a full-service creative solutions agency specializing in lifestyle brands. Recognized as a leader in communications and creative strategy since 2008, we help brands grow and pivot in exciting new ways. Haddon Strategy specializes in uncovering your next bold move.