FIRST

INTELLIGENT

ADVERTISEMENT

* About the project
* [Cabby taxi company](http://www.firstintadv.ru/nashi-uslugi)
* How it works
* [Audience](http://www.firstintadv.ru/auditoria)
* [Contacts](http://www.firstintadv.ru/kontaktyi)

News from 27.05.14

We are happy to announce that starting from 26.05.14 you can watch World Fashion TV-channel on all of our screens in a live broadcast.

[More](http://firstintadv.ru/news-podr260514)

News from 26.05.14

Dear friends!

Our company has become an official media sponsor and a participant of the Festival «I am Entrepreneur», which took place on the territory of the design-factory «Flacon».

[More](http://firstintadv.ru/novost-ot-26.05.14)

News from 24.04.14

Dear customers!

Please, be aware that a copy of our website has appeared in search systems Yandex (Google). It has the same description, the name of our company, but the website URL-address is different and does not lead to our website.
**Domain tfia.eo10o.ru is not a domain in our possession.**

[More](http://firstintadv.ru/novost-ot-24.04.14)

**Smart advertising in taxi**

Unusually well-developed and manifold market of contemporary advertisement is a fertile ground for new creative ideas. One of such extraordinary and, at the same time, effective directions is smart advertising on screens in taxi cars, which sets a certain purpose – to assert maximal and unquestionable impact on targeted customers.

**Advertising on screens in taxi: easy to perceive and remember**

Advertising on screens in taxi cars represents a quite effective marketing mix. More than 21.000 passengers per day use taxi services: it is quite respectable and solvent contingent. The average time on the way for one passenger is more than 30 minutes. During this period, a bored customer seeks for something to recreate himself. Thanks to our various entertaining content on screens, we can fully catch his attention for the whole journey time.

Provide the customer with lively and interesting information through the advertising capabilities of our screens.

Advertisement on tablets in taxi cars is easily perceived by human brain and does not feel like a hard sell. This is caused by optimal display size (10 inches) and distance of the display from passenger’s eyes. After stepping into the car, the customer gets an opportunity to spend quality time by viewing informative videos, reading interesting articles or using free high-speed Internet connection with short advertising breaks.

**Smart advertising: dialogue with a customer**

Onrush of information technologies has allowed equipping head restraints with special touchpads with integrated navigation systems and Wi-Fi modules. As a result, the client of taxi service obtains a right to choose the type of entertainment and information on the screen. This fact allows making advertisement even more effective.

Today, new terms widely used in marketing such as geo targeting advertisement and smart advertisement can describe the main idea of such promotion in the best way possible. Now your ads can be shown only to those passengers that are currently near to your address, thus multiply increasing possibility of “target hit”. In other words, it is an advertisement in a particular place. The car passes by a certain address, and the corresponding advertisement appears within a certain distance from this address.

How does smart advertisement work? Let us say that some young lady (20-25 years old) has employed taxi company’s services in the late evening. Most probably, such passenger will view entertaining video plots, observe horoscopes or use the Internet. Considering the time of day, passenger’s interests and his location, smart advertising along with geo targeting will help to make a bid for promoting of clubs and restaurants, informing the customer about interesting offers, sales, and upcoming events in the nearby territory.

At the same time, advertisement in taxi cars on the screens of business districts showing business news may be targeted on both managers and entrepreneurs.

Common leaflets and flyers are gradually playing out. It is no secret that they often gather dust in boxes, business card books, or even in wastebaskets. Today, targeted advertising impact on a potential client is a primary goal of any marketing specialist.

In this context, advertisement on screens in taxi cars is an extremely favorable solution. The mind of a man stepping into a taxi car is ready to perceive new information, and smart advertisement with geo targeting system is able to define, what type of information is the most interesting and relevant for a certain client type.

* [My Account](http://www.tfia.ru/login)
* [Our Partners](http://www.firstintadv.ru/partneri)
* [For copyright owners](http://www.firstintadv.ru/pravoobl)
* [Contacts](http://www.firstintadv.ru/kontaktyi)

# A UNIQUE OFFER ON THE RUSSIAN MEDIA MARKET

## Media carrier is

1. A stylish 10-inch screen with high-definition touch display installed under a head restraint of a passenger seat in taxi cars.
2. Built-in GPS and WiFi for control the device operation and automatic update of information content.
3. Free high-speed Internet access for taxi passengers, thanks to Megafon 4G technology.
4. Free access to the screen's entertainment portal for taxi passengers.

More than 700.000 passengers per month. Information content and media capabilities of the screen capture the passenger’s attention totally, even if he is travelling with kids. One of the longest sessions of direct communication with a customer is more than 28 minutes. 24/7 maintenance of all media carriers.

Car fleet (partnership with [Cabby](http://cabby.ru/%22%20%5Ct%20%22_blank) car fleet) includes only the newest vehicles such as Hyundai Solaris, Hyundai I-40, Mersedes-Benz E-class, Mersedes-Benz S-class.
Owners of the exclusive rights for services of this car fleet: hotels “Ukraina” (“Radisson Royal”) and “Radisson Slavyanskaya”, shopping center “Evropeisky”, Crocus Mall, shopping center “Tvoy Dom”.

## Advertisement placement in taxi cars

You are a beginning entrepreneur or an owner of a successful business.

You are looking for new original ideas for promotion of your product on the market.

You have already heard that advertisement on head restraints in taxi is a creative solution which is able to bring information to the targeted customers.

### What is it? And how does it work?

Almost every person has used taxi company services at least once. And what does he do during the journey? Does he disinterestedly examine the passing landscapes?

So, what’s wrong with reminding the potential client of your company and sparking his interest with offered services or goods?

Advertisement placement in taxi is a non-intrusive offer to learn new information about the products you promote.

Screens installed under head restraints of front seats are:

* **10-inch touch tablets that guarantee maximal contact with a passenger. They are easy to use and read, and cause no trouble for eyes;**
* Built-in Wi-Fi module and GPS allow to locate the car and timely update information content offering only fresh and up-to-date information;
* Entertainment portal with city map and the latest news, horoscopes and entertaining videos as well as free 4G Internet from Megafon.

Now, the best opportunity to fascinate a bored client and make him remember you is advertisement in taxi in Moscow.

### Why us?

Equipage of tablets with the whole system of entertaining programs guarantees that passenger’s attention will be totally captured. At that, geo targeting system along with smart advertisement allows to analyze location of taxi cars, client’s interests, and to provide him with targeted content.

Your advertisement on head restraints in taxi works 24 hours a day, just like the taxi company. Our specialists are monitoring operation of screens on head restraints in taxi on the 24/7 basis.

Collaboration with one of the largest car fleets (Cabby) means that your advertisement will be placed in more than 1000 cars with passenger flow around 700.000 per month. The car fleet consists only of new modern cars of prestige brands. It is a flow of customers that know the worth of time, quality and comfort.

After closing the car’s door, the passenger stays one-to-one with the tablet for the whole time of journey. By looking through the content of media carrier, he gets information in non-intrusive way about companies, products, special offers, events, and has time to consider and analyze it.

The average time of journey in taxi is more than 30 minutes, and it gives possibility of personal contact with each customer. All this and more is contained in taxi screen advertisement, cost for which is far lower than for some other types of advertisement that are unable to control the targeted audience and its attention.

Company “Siti-Servis” was registered on February 18, 2013. During months of its work, the company has managed to gain a reputation of experienced and reliable transport operator. The car fleet consists only of branded car models with enhanced comfort. All of the company’s cars were produced in 2013-2014, and each of them goes through technical inspection on a day-to-day basis. This fact provides unequalled comfort and safety for passengers. Car fleet has more than 700 vehicles.

The company employs only the most experienced and qualified drivers that must survive the toughest prequalification.

Each car is equipped with multisystem navigation unit (GLONASS/GPS/GSM in single case), dashboard cameras, alarm button, engine/starter blocking relay, WiFi. Each car is also equipped with Smart RTA sensor with ability to control driver’s maneuvers such as: acceleration, braking, rotary movements, overtaking, sudden changes of speed rate, etc. All vehicles of the Company are insured (CNC, CMTPL, VMTPL). We offer you to stop wasting precious time and put your trust in professionals!

# CONTENT ON EACH SCREEN

Media carrier becomes a valuable helper and entertainment center for the time of passenger’s journey in taxi.
The screen will show the route, along which the passenger will be passing, traffic congestions on the route, and estimated time on the way.

Also, the passenger can entertain himself by watching videos and online-channels, reading news and horoscopes, or using Internet, without fear of getting car-sick during the journey and use of screen.

|  |  |  |
| --- | --- | --- |
| GENERAL SECTIONS | CITY MAP AND TRAFFIC CONGESTIONS | FREE INTERNET |
| HOROSCOPE | ENTERTAINING VIDEOS | ALL WORLD NEWS |

By stepping into the car, the passenger finds himself in a confined space, and sometimes he does not know what to do during the journey. Touch tablets under head restraints with large selection of entertaining content can offer a great way to spend on-the-way minutes with quality and interest.

## Information to suit every taste

Regardless of lifestyle and scope of activities, each user will certainly find something fascinating for him. At that, all taxi advertisement is grouped in conceptual blocks.

Now we can see a weather forecast for the nearest future, find information about the latest movies and music, theatrical premieres and concerts with a single touch. Video and Online TV sections will certainly catch attention of an avid movie enthusiast, and News will allow passenger to know about the latest events from any point of the route.

## Clients of the taxi

Our clients are the generation that keeps up with the times and knows the worth of comfort. Our modern tablets with useful functionality give users a right to explore the city map, find their location and choose a route with minimum amount of traffic congestions and jams.

Free Internet access stands for recognition of right of each passenger to independently define quality and type of content for browsing.

**“Intelligent” advertisement on screen**

A new term in marketing, “intelligent (smart) advertisement with geo targeting), increases manifold the effectiveness of advertisement. Why is that so? Taxi advertisement is picked for each section or area. Video of such ad presents goods or services that are potentially able to spark interest for this region. This approach guarantees impact on a certain targeted audience with maximum conversion.

By using taxi services with displays installed on head restraints, each client leases a mini-PC for the period of travelling that allows perceiving useful information, including advertisement as well.

## AUDIENCE

The broadest reach of targeted audience - focus-group of clients with average and higher affluence.
Population reach: more than 700.000 persons per month (in case number of cars is 700).

Average number of persons per journey – 1.5.

Average number of passengers per day in taxi – 15.500 persons (in 700 cars).

Average time of passenger’s journey in taxi – 28 minutes.

More than 95% passengers use the screen.

# OUR PARTNERS

MegaFon company - one of the leading communication providers.

Alfa-Bank – the largest private bank in Russia.

The community of acting entrepreneurs, chiefs and senior executives.

Official partner. More than 700 new automobiles in the park.

Creation and promotion of websites of various complexity and subjects

## FOR COPYRIGHT OWNERS

All information placed on our multimedia screens (hereinafter referred to as Screens) in regards to video, online channels is represented only by links to materials that are available for free access in the Internet.
Our company is not engaged in activities related to publication of unlicensed content, which has been illegally stolen or is under protection of a copyright. **OOO “P.I.R.”** does not have any relation to placement of materials that are located on third-party resources, links to which may be published on screen. Authors of such publications bear full responsibility for placement of materials on such sources.
Our company is always open for collaboration with copyright owners. If your exclusive rights on copyright property objects are infringed in any way with the use of our screens, we are ready to provide cooperation and delete the corresponding links to materials from screens, or place them under your conditions.

In order to do so, we ask you to send us a letter in electronic form providing minimum information:

1. Documental proof of your rights on materials, protected by the copyright laws:
scanned document with seal, or
e-mail address in official e-mail domain of the copyright owner company with link to entitling documents, or
other information allowing to clearly identify you as a copyright owner for this material
2. Screenshot of video with our screen that supposedly contains published data subject to infrigement of copyright law.

We will delete links to copyright protected content from our screens within 24 hours from the receipt of the letter containing such confirmation.