



E A R D R U M

Client: 13 TAXI
Length: 30
Title: INTRO
Date: 06.11.08
Job No:

LADY:(LATE 60s)

There is a new, easy way to call a taxi, wherever you are in Australia.

You should now call 13 TAXI.

Even I can remember that.

13TAXI.

Please say it with me ... 13TAXI.

In fact 13TAXI is so easy to remember, if anyone asks you for the number of a taxi again, you're perfectly within your rights to say –

“It's 13 TAXI ... Nnnngggg!”

Thank you.



E A R D R U M

Client: 13 TAXI
Length: 30
Title: Directory
Date: 06.11.08
Job No:

LADY: (LATE 60s)

I recently told you about 13TAXI, the number you should now use to call a TAXI, wherever you are in Australia.

(SLOW) "13TAXI" is a very easy number to remember- yet last week, sixty three of you called Directory Assistance, having forgotten it.

I'm sorry, but if you can remember the number for Directory Assistance, surely you can remember 13TAXI.

Unless, that is, you're a complete Nnnnnggggg!

Thank you.



E A R D R U M

Client: 13 TAXI
Length: 30
Title: Complaint
Date: 06.11.08
Job No:

LADY:(LATE 60s)

After my recent announcement about 13TAXI – the number you should now use to call a TAXI, wherever you are in Australia - I received a complaint from a Mr. Ron Plank.

He writes “Just coz I can’t remember 13TAXI, doesn’t mean I’m thick”.

Well Ron, I’m afraid it does. As does spelling TAXI with a ‘k’

Nnnnggggg!!!

13TAXI, *thank you.*