

Toyota reaches out to the taxi industry to put health and safety first

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Toyota recently teamed up with the Department of Health and the International Labour Organisation (ILO) to run a series of activations at busy taxi ranks, facilitated by Primedia Outdoor. With an MC and DJ on site to whip up excitement, Toyota reached out to taxi owners, drivers, mechanics and association members, to build and enhance brand awareness while promoting health and wellbeing.



The activation sought to promote the Toyota Sesfikile's quality, durability and reliability, and emphasised the benefits and importance of using genuine Toyota parts. It also steered potential new clients to consultants from Toyota Financial Services and Toyota dealer networks.

To drive home the message that Toyota cares about their customers' wellbeing, the brand teamed up with the Department of Health and ILO to encourage taxi owners and drivers, as well as the ranks' commuters, to have a health screening performed on site. The Department of Health and ILO provided free services from blood pressure and glucose testing, through to screening for HIV and TB, with confidential test results and counselling.

"Many taxi drivers wake up at 4am and end work at 8pm, seven days a week – so they have no time to consult a clinic," points out Sizwe Mahlangu, National Taxi Operations Manager for Toyota South Africa.

During one-on-one sessions with Toyota representatives, individual taxi drivers, owners and mechanics were able to get accurate information and voice their own feedback, ensuring that they felt valued by the brand. Giveaways of branded t-shirts and key-holders brought more people to the activation area and left them with a tangible reminder of Toyota.

The activations were held at fourteen busy ranks across the country. "The events were very successful, on two counts," says Mr Mahlangu. "From a business perspective, we were able to engage closely with our core customers, giving us the chance to correct a lot of false notions and ideas around our vehicles and services. It was useful to hear what people were saying about our products on the ground."

“And then from a health perspective, many people were given access to important health services. The Department of Health was very happy with the number of people reached, particularly given the stigma that still accompanies HIV testing.”

“Toyota, the Department of Health and the ILO rolled out a particularly worthwhile series of activations, and we are proud to have played a supporting role,” says Peter Lindstrom, Sales Executive for Primedia Outdoor.

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