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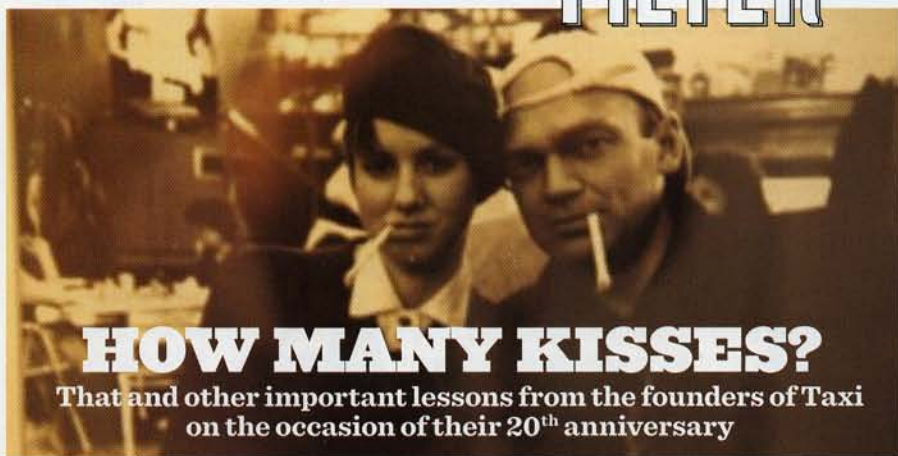
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Postmedia and Marketing teamed up for in-depth research into one of the hottest topics in the industry.

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What are they fighting for?



HOW MANY KISSES?

That and other important lessons from the founders of Taxi on the occasion of their 20th anniversary

Jane Hope and Paul Lavoie launched Taxi in 1992 with a rebel streak. *Marketing* asked them to write a letter to their younger selves, sharing some of the lessons they've learned over two decades that they wish they'd known back then. Still rebels, they tweaked that brief and gave us this instead.

PAUL & JANE'S TIPS FOR DOING BUSINESS IN...

MONTREAL

Speak French. At least try.

Never eat lunch at your desk. There's wine out there.

Take your shirts to Brilotti on Laurier Street. Or to Toronto.

Breakfast with creatives at L'Express. With clients at Sofitel.

Make it personal. Make it emotional.

Slush is pronounced Slutch.

Casual Fridays start Mondays.

Dirty jokes are okay. What other kind are there anyway?

Watch *Tout le monde en parle*.

TORONTO

Kiss once. It's enough.

Home of The Creative Class. Richard Florida.

Work late. Work out. Order in.

Terms of payment. Not terms of endearment.

Drink great wine. From Ontario.

Never turn off your mobile phone.

Be. On. Time.

Anstey Bookbinding. Rapp Optical. Frank Correnti Cigars.

People who say Toronto is boring are, well, boring.

NEW YORK

Limos are just the cabs that you call. So call.

Run out of arguments? Shout 'Ah C'mon!' It works.

Take the Delta flight from JFK to Cannes direct. Everyone who counts is on it.

Read the *New York Post*. Read the Huffington Post. Then read *The Times*.

Get a 212 area code number. If you can.

Colombe Coffee.

Never hesitate. Better to make a mistake and fix it.

Don't read resumes. Get references.

They're not being rude. It's just that you're standing in front of the next paying customer.

Performance isn't measured in quarters. Unless you mean quarters of an hour.

Don't promise 100%. Locally that means 50%. At best.

AMSTERDAM

Change your hairstyle. It needs to work on a bike in the rain.

Blunt isn't rude. It's honest. And actually quite refreshing.



Visit the dairy section. Lime milk. Yum.

Haute design is everywhere. Haute cuisine is nowhere.

Beer can be dinner.

European austerity is Dutch for extravagance.

Greet with three kisses. In case you forget, the Amsterdam logo is XXX.

Dewey isn't a duck. It means bye-bye: "Doei!"

Accept it. You are the shortest person in the room.

20 KEY CREATIVE TAXI STOPS

Taxi has racked up an impressive portfolio of work that has built brands, won awards and made the Canadian-born agency a destination for aspiring creative talent. Chief creative officer Steve Mykolyn picked 20 campaigns that serve as milestones along its path to greatness. (See the complete gallery at MarketingMag.ca)



1 1993 Musée des beaux arts *Doubting the conventional from the start, Taxi took the pretentious and unpretentious-ed it for people who wouldn't normally peruse art.*

5 2000 Covenant House Bus Shelter *Proving yet again you don't need a big budget to make a big impact, Taxi's Covenant House spot raised a ton of much-needed awareness for homeless youth.*



2 1994 YTV—Car *For its first Toronto client, Taxi flipped the idea of out of home literally on its head for YTV's Reboot.*

6 2001 Marketing Awards *Taxi made headlines for all the wrong*



3 1996 Manager Jeans *With little dough, Taxi garnered a big reaction by using blow up dolls instead of models in these controversial Manager Jeans ads.*

reasons with this racy Marketing Awards ad. Which of course, was perfectly fine with them.

4 1998 Clearnet *When Clearnet became Telus, Telus became Clearnet, adopting the smaller Clearnet's iconic identity.*

7 2002 Flow 93.5 *You know that ad campaign with the black silhouettes*



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