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Probably the best taxi experience ...

A beer tap in the seat? Foot massage or a 15 course dim-sum meal? Carlsberg does the taxi experience better for Hong Kong commuters in its latest campaign

The total global number of licensed taxi and private hire vehicles and driver licenses reached record levels this year. Total licensed vehicle numbers in England alone increased by 9.3% to 242,200 since 2013, the highest number since comparable records were first collected in 2005.

Nevertheless, most know some of the stresses people experience when looking for a taxi.

Carlsberg decided to give some people a taxi experience they'll never forget. With Carlsberg beer ready on tap, shopaholics, well-suited executives and metropolitan millennials are given probably the best taxi experience in the world.

As they curiously press different buttons, extra services are provided: a table of dim-sum food for the ride home, a shave in the back of a van, and all kinds of services to make sure passengers leave the cab in a refreshed mood.

Following the [Carlsberg poster](#), [luggage belts](#), [Chocolate bar](#), [Train Upgrades](#) and many more, Carlsberg's latest campaign strengthens the link between Carlsberg's high quality beers and its well-known slogan of being probably the best beer in the world.

"Carlsberg always supports getting home safely after a night out on town and taxi service plays an important role for this. However, they are not always so easy to hail. We wanted to bring the passengers probably the best taxi ride in the world, and I believe we did", says Didrik A. Fjeldstad, Global Marketing Director for Carlsberg. "Our colleagues in Hong Kong created a Carlsberg Taxi and surprised people with a unique experience that matches the quality of our beer. We made it because everyone knows how difficult it can be to hail taxis, especially when it is late at night or when it starts to rain. Hidden cameras capture all the funny moments."

Many of Carlsberg's fans on Facebook asked cheerfully, "Where can I find this!?" following the Hong Kong release. Carlsberg cheerfully responded to enjoy its beers instead but the reception on social media has convinced Carlsberg to accompany the video release with off-line offers that matches the video concept.

"We always strive for better beer and better authentic beer experiences. The campaign nods to Carlsberg's unique quality by giving people a unique experience. Since its release last week, the video was shared widely and will be further amplified globally from this week. We are very inspired by the feedback from Hong Kong beer lovers and to celebrate the release, we are working on different off-line experiences to accompany the taxi experience. We hope all Carlsberg's fans will enjoy the campaign as much as we love bettering our beer," says Didrik A. Fjeldstad.

<https://www.youtube.com/watch?v=W7YvsYBmXZ8>

Video production is by Ogle Production and AllRightsReserved has worked as creative agency.

Hong Kong statistics from first week of release:

People reached: 1,704,921

Total video view: 488,708

Total Reaction: 5600

Total comments: 318

Shares: 2100

Average Completion duration: 33 seconds

Top Audience: Men, 25-34

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The Carlsberg Group is one of the leading brewery groups in the world, with a large portfolio of beer and other beverage brands. Our flagship brand – Carlsberg – is one of the best-known beer brands in the world and the Baltika, Carlsberg and Tuborg brands are among the eight biggest brands in Europe. More than 47,000 people work for the Carlsberg Group, and our products are sold in more than 150 markets. In 2015, the Carlsberg Group sold 120 million hectolitres of beer, which is more than 35 billion bottles of beer.

Find out more at www.carlsberggroup.com.