

## Gett

### Problem

How does a ride-sharing company attract the attention of qualified drivers?

### Solution

Develop an OOH campaign with traditional mediums and innovative techniques to bring new drivers to its company.

### Background

How can Gett recruit and attract qualified and licensed drivers for its on-demand car service? In a category that's booming with options (Lyft, Via, Uber, and others), Gett needed to promote its "We Pay More" driver proposition to a very niche, targeted audience.

### Objective

With the ultimate objective of increasing driver acquisition, Gett's target audience was very narrow and the team needed to be smart with how to reach them. Target demographic were taxi and limousine commission licensed drivers currently driving for competitive on-demand apps or car services.

### Strategy

The plan consisted of OOH, mobile, and radio.

The OOH formats were selected to target drivers at dwell moments, with high frequency to aid consideration. Bus tails provided the primary format to drive high plan reach and frequency, and were directly in driver's line of sight. Food cart panels skewed around locations were instrumental in reaching drivers at moments when they had more dwell time (ie, taxi and limousine commission offices, taxi relief areas). Large format bulletins were selected to target drivers on heavily trafficked highways near bridges and tunnels- major choke points to reach drivers with targeted messaging.

The team knew mobile usage was high among the target demographic, since drivers for competitive on-demand services all had smartphones and were checking their phones frequently. However, the team had to be smart about how to reach TLC-licensed drivers, so the campaign geo-fenced JFK and LGA airport parking lots where drivers wait for fares and TLC offices where drivers pick up and renew their licenses.

Finally, the team knew radio consumption was high among the



target demo due to time spent in car, so the campaign included 1010WINS radio, a core station for the target audience.

## Plan Details

Markets: New York

Flight Dates: May - August

OOH Formats Used: Bus tails, Bulletins, Food Cart Panels

Target Audience: Target demographic was taxi and limousine commission licensed drivers currently driving for competitive on-demand apps or car services

Budget:

-70% of the budget was allocated to OOH media

-20% of the budget was allocated to targeted mobile campaign

-10% of the budget was allocated to AM radio



## Results

There was an influx of new driver applications while the campaign was live, and Gett has indicated strong desire to extend various elements and increase investment. Mobile click-through-rate was nearly 2x the industry benchmark, indicating the campaign was reaching its target audience in a relevant and meaningful way in the geo-fenced environments.

## Testimonials

"We are very pleased with the results of the campaign, which increased driver applications tremendously. We look forward to using out of home for future driver recruitment efforts." – Nathan Roth, Global Marketing Director, Gett

## Additional Information

5 weeks into the campaign, Gett saw a 30% lift in supply, largely due to a lift in the recruitment of new drivers.

## Audience Metrics

Target Audience TRPs: 377

Target Audience Reach: 45.8%

Target Audience Frequency: 8