

OOH DRIVES AWARENESS FOR SCOOTER SERVICE



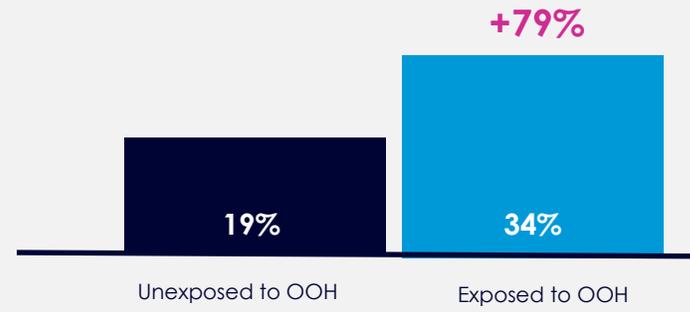
Campaign Objective:

Promote the launch of a rideshare scooter service and increase brand awareness throughout Dallas, San Antonio, Atlanta & San Diego. Identify target audiences most likely to use the bikes and scooters and provide insights into how consumers feel about the service.

Solution:

Identified key areas where the service is offered & leveraged proximity targeting to reach audiences. Printed and digital bulletins were selected for major highway coverage to impact audiences heading into downtown areas, combined with digital transit for street level presence.

Unaided Awareness Insights for Rideshare Service Brand:



Among A18+

Additional Insights:



+79% lift in unaided awareness, taking the brand from 4th to 3rd in the scooter category behind Bird and Lime

+20% lift in recall of seeing the rideshare service brand advertised recently