VIOOH Programmatic showcase

FREENOW

Multi-channel campaign with a data-driven approach

Region
Europe

Client
FREENOW

Partners
HAWK, Azerion, the7stars, Prospero, JCDecaux UK

THE CHALLENGE
Stand out from competitors whilst maintaining FREENOW as London's #1 Taxi App.

THE OBJECTIVE
Bridge the gap between brand awareness and consideration of FREENOW taxi service.

THE SOLUTION
A multi-channel campaign was deployed to reach the audience across various touch points and keep FREENOW top of mind. A bespoke API mapping technology from Azerion's Hawk platform alongside open-source data from Transport for London feeds meant campaign creatives were dynamically updated to spotlight available taxis and showcase London hotspots.
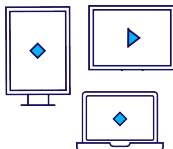
Target audience
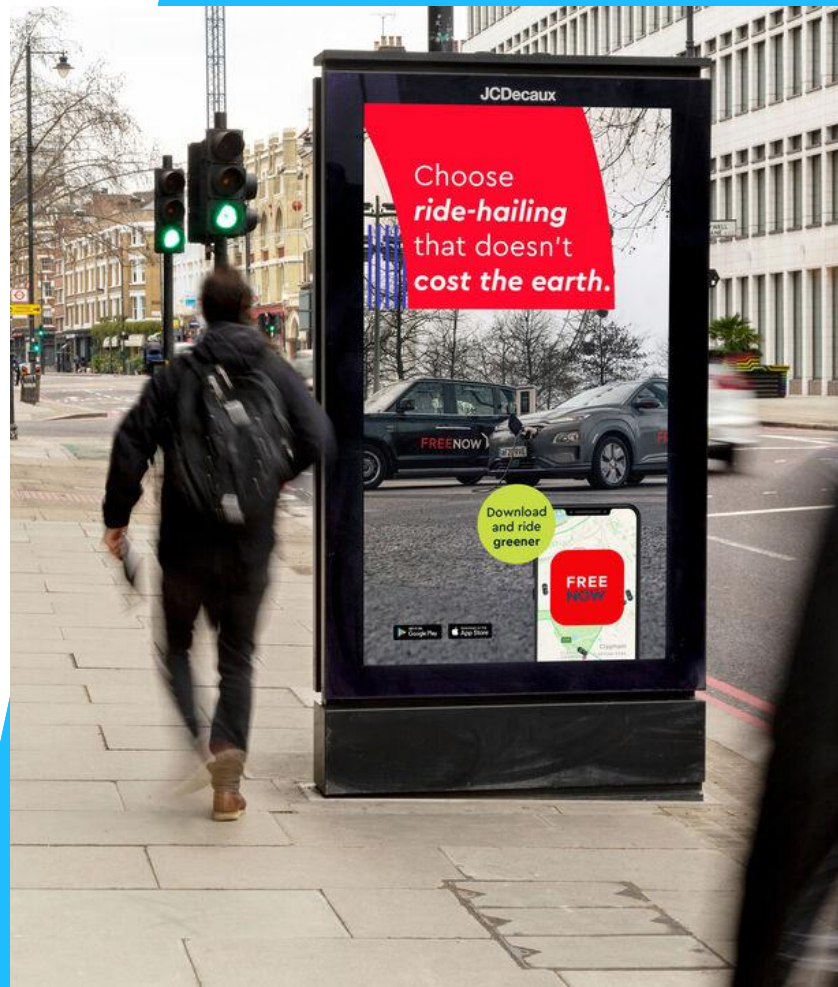– City Dwellers, Commuters, Outdoor Enthusiasts, Fitness Fanatics

Inventory
– Digital screens in and around London tube stations

Channels activated
– DOOH
– Online Video
– Digital Display

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Campaign results

45%
Of those exposed to the campaign 45% would now consider using FREENOW services, a 20% increase from the control group.

29%
Increase in ad recall in the exposed group, an impressive 15% uplift from the control group.

> " Introducing considered targeting with contextual messaging meant we were able to reach users in moments where they're more likely to be responsive to Ride-Hailing focused messaging. Propsero offered a level of targeting and fluidity to spend allocation that was quite new for us, and we're really pleased with the results we've achieved.

Michelle de Maat
Head of Marketing, FREENOW