

Free Now increases awareness for ride-sharing app in London

CASE STUDY

Client: Free Now

Agency: The7Stars

Method: Digital Out-Of-Home, Custom Solutions



THE RESULTS



31%

increase in
brand
awareness

RAISING AWARENESS IN A COMPETITIVE MARKET

As a relatively new ride share company, Free Now wanted to raise awareness with London tube riders.

Free Now and its agency, The7Stars, decided to run a digital out-of-home (DOOH) campaign to get the brand's message in front of tube riders across London, right when they needed a taxi the most. They partnered with The Trade Desk to understand which data triggers they could leverage to reach their audience at the right time, and maximise the impact of their media investment.

REACHING AUDIENCES DURING SERVICE INTERRUPTIONS

The7Stars started by identifying when people would be most in need of a taxi. They determined that tube delays and cancellations were key moments that lead commuters to seek out alternative methods of transportation.

To ensure that they were getting the most timely and relevant updates on tube service, the agency needed an automated solution. They worked with our Custom Solutions team to automatically pull publicly available information on train delays, cancellations, and stations affected, directly from Transport for London (TFL).

Next, they created private marketplace (PMP) deals in our platform that included DOOH inventory, with each deal targeting screens located in and around the stations for each London tube line. The service updates from TFL acted as triggers to automatically activate PMP deals for lines experiencing service disruptions, while the targeting refreshed every 15 minutes to maintain relevancy and increase efficiency.

ACHIEVING CAMPAIGN SUCCESS WITH AN INNOVATIVE STRATEGY

By dynamically advertising their brand on tube platforms affected by service interruptions, Free Now was able to reach commuters right at the moment when they needed a taxi the most. According to a YouGov brand study, the campaign increased awareness for the ride share brand by 31 percent.

As a result of this strong performance, The7Stars plans to implement similar solutions across other campaigns.