



Make a statement at CMA Music Festival with
America's most effective out-of-home
transportation advertising





A high-impact campaign at CMA Music Festival

Location

Nashville, TN

POI

Downtown Nashville

Timing

June 8-11, 2023 (4 days)

Attendance

200,000+

Audience Type

Gen Z

Event Details

Click [HERE](#)

1

Wrapped Rideshare Cars



2

Choreographed BLITZ Campaigns



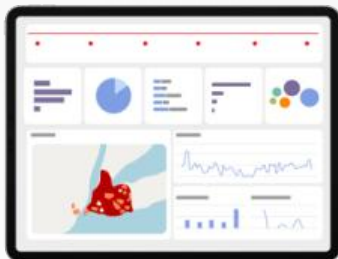
3

Optional In-Car Marketing



4

Attribution Reporting



Premium Rideshare Cars
(Half wrapped or Fully wrapped)
'Ubering' 40+ hours per week
throughout the most crowded
areas of the city

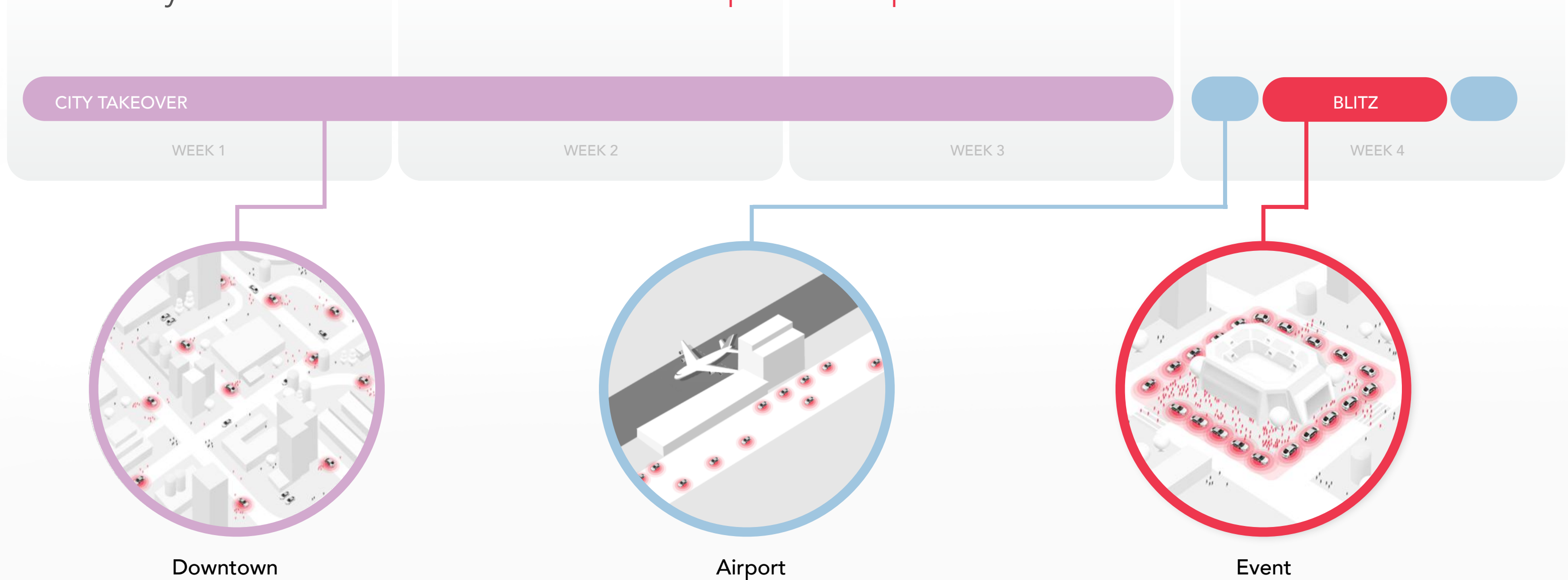
Send your Branded Rideshare Cars
to swarm the event venue or any
priority locations in the area at key
moments and make a splash with
the audience

Equip the cars with Giveaways,
headrest flyers w/ QR codes,
incentives, swag, etc. to provide an
immersive and trackable rideshare
experience to passengers

Measure vehicle performance,
impressions, lift in website traffic
or foot traffic, app downloads, and
online conversions attributed to
mobilads OOH exposures



Reach your audience in real life at **multiple touchpoints**



Take over the city of Nashville with a fleet of Wrapped Rideshare Cars driving 40+ hours per week throughout Downtown, 2 to 4 weeks leading up to the event

Send your wrapped cars to drive through arrivals/departures rideshare lanes at Nashville International Airport the day before and after event, reaching your audience as they arrive and leave the city

Send your wrapped cars to swarm downtown Nashville and weave through rideshare pick up/drop off locations where thousands of attendees are entering and leaving the event

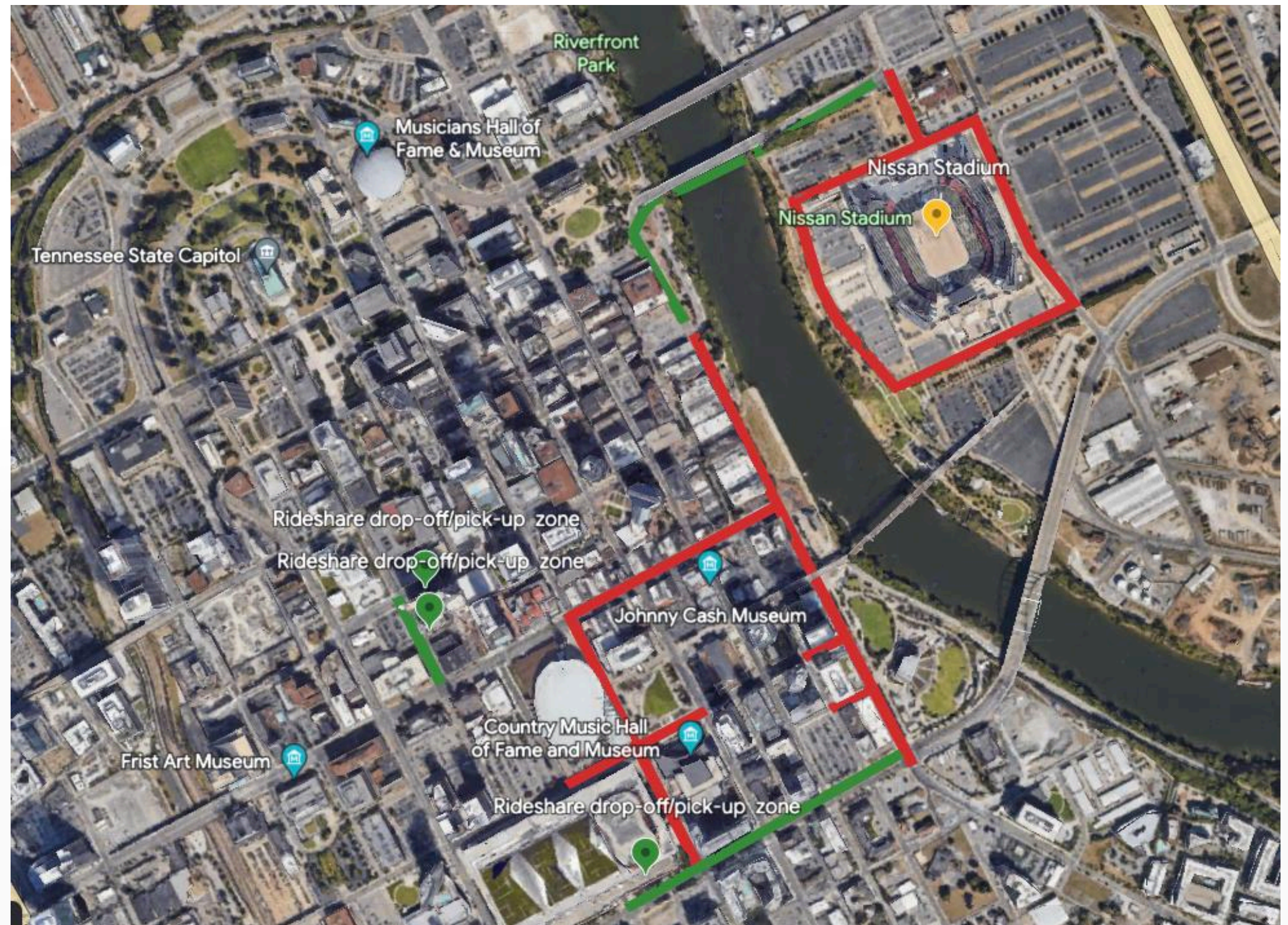
Click [HERE](#) to view location details



Event Blitz Route Details

Swarm downtown Nashville around all the prominent CMA locations — Nissan Stadium, Riverside Retreat, Ascend Amphitheater, and more.

Focus will be on the rideshare pick-up and drop-off zones around each venue, with attention to Korean Veterans Blvd, 7th Ave, and Woodland Street.









View interactive map [here](#)

Note: Road closures are highlighted in red, Blitz route is highlighted in green. More info [here](#).



Rate Card

City Takeover + BLITZ Campaign

	Format	Package Description	Number of Vehicles	Total Impressions	Total Media Cost	One-time Production Cost	Total Campaign Cost
	Wrapped Rideshare Cars Half Wraps (180 Viewshed)	City-Takeover, 4 weeks Uber and Lyft cars driving 40+ hours per week in high-traffic areas throughout Nashville	50	10,236,800	\$42,500	\$12,500	\$55,000
	Wrapped Rideshare Cars Full Wraps (360 Viewshed)	City-Takeover, 4 weeks Uber and Lyft cars driving 40+ hours per week in high-traffic areas throughout Nashville	50	13,819,680	\$65,000	\$50,000	\$115,000
	BLITZ Campaign	High-Impact, Less Time Swarm any location at specific times for 40 hours total during the event	10	862,960	\$10,000	Included	\$10,000
	BLITZ Campaign	High-Impact, More Time Swarm any location at specific times for 100 hours total during the event	10	1,787,560	\$25,000	Included	\$25,000
	BLITZ Campaign	Event Domination, Less Time Swarm any location at specific times for 200 hours total during the event	25	2,157,400	\$50,000	Included	\$50,000
	BLITZ Campaign	Event Domination, More Time Swarm any location at specific times for 400 hours total during the event	25	4,314,800	\$100,000	Included	\$100,000

NOTE: Pricing depends on number of cars and duration. We suggest a minimum of 25 cars for a city-takeover and a minimum of 10 cars for a BLITZ



160

Blitz Hours

1.3M+

Relevant Impressions

ibotta[®]

Case Study:
Groceryshop Conference
BLITZ Campaign

Location Las Vegas, NV

Venue Mandalay Bay

Target Audience Retail Executives

Timing 4 days

Primary Goal Amplify Ibotta's presence at Groceryshop conference and leave a memorable impression to attendees with wrapped rideshare cars

Ibotta was looking for a unique way to make a statement at one of the largest retail conferences in Las Vegas, where OOH inventory was limited and sponsorships were expensive.

The mobilads team wrapped 10 rideshare cars that swarmed Mandalay Bay during the event reaching thousands of retail executives each day as they were entering and leaving the event

Reach out to learn more!



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Our Work and Case Studies: [mobilads Case Studies](#)

File Specs: [File Specs mobilads](#)

Impressions Methodology: [mobilads Impressions Methodology](#)

Attribution Case Study: [Campaign Attribution Study](#)