



Make a statement at Austin City Limits with  
America's most effective out-of-home  
transportation advertising



# A high-impact campaign at Austin City Limits

Location

Austin, TX

POI

Zilker Metropolitan Park

Timing

Oct. 6-8 and Oct. 13-15, 2023 (6 days)

Attendance

450,000+

Audience Type

GenZ

Event Details

Click [HERE](#)

1

### Wrapped Rideshare Cars



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

2

### Choreographed BLITZ Campaigns



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

3

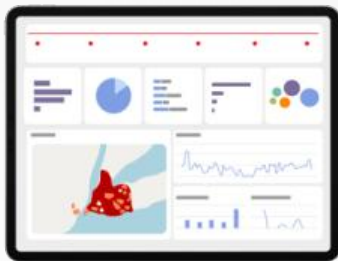
### Optional In-Car Marketing



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

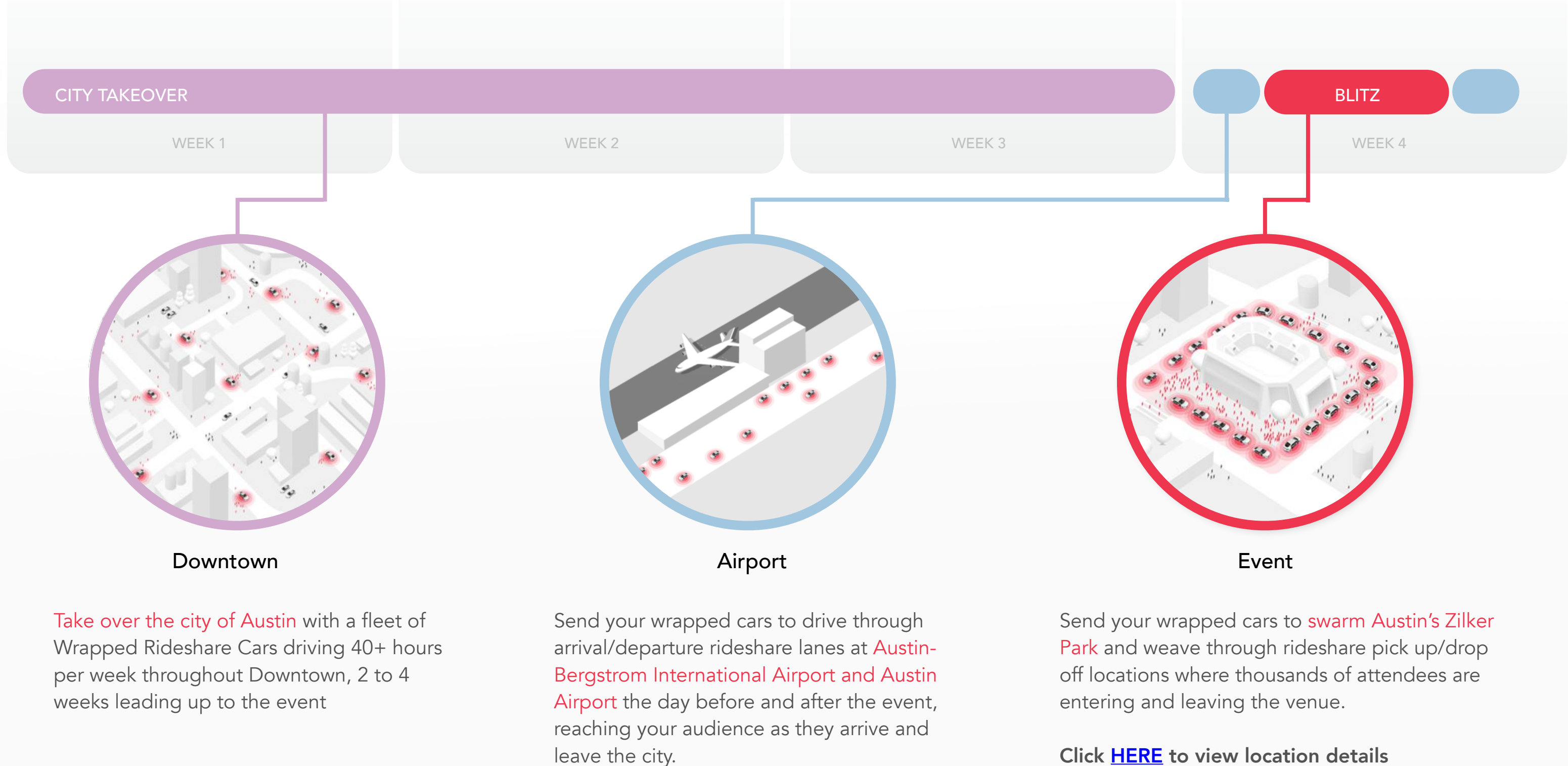
4

### Attribution Reporting



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

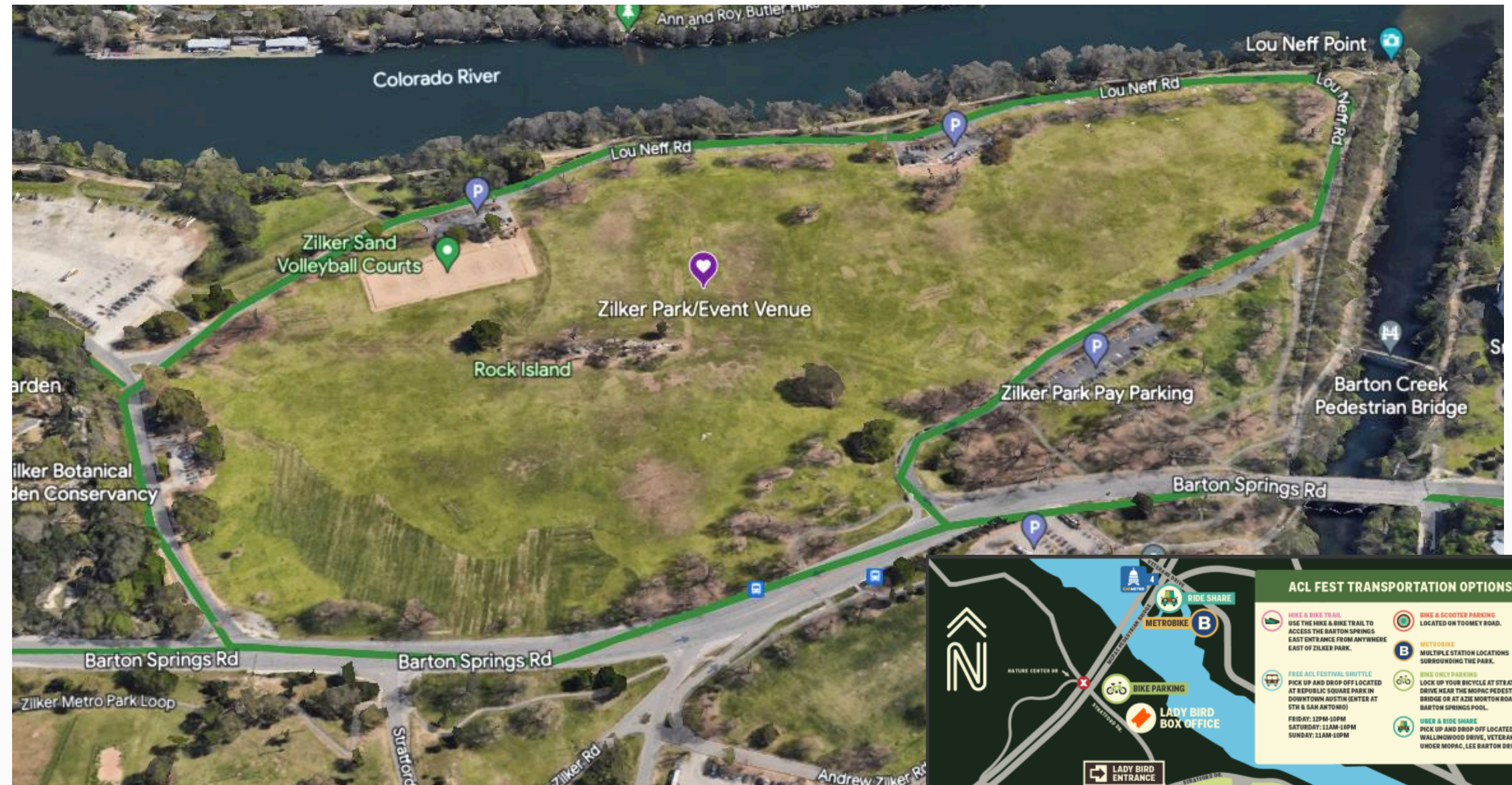
Reach your audience in real life at **multiple touchpoints**





## Event Blitz Route Details

Swarm the streets around Zilker Park, and take advantage of the festival's three entrances to reach a maximum amount of event-goers. Cars can approach the festival via Barton Springs Road and continue to Stratford Drive — where heavy pedestrian and bike traffic is expected — before circling the venue.









View interactive map [here](#)  
 Note: Blitz route is highlighted in green





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 Austin	50	12,633,600	\$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 Austin	50	17,055,360	\$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**<sup>®</sup>

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](#)