



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





A high-impact campaign at Groceryshop

Location

Las Vegas, NV

POI

Mandalay Bay

Timing

Sept 19-21, 2023 (3 days)

Attendance

10,000+

Audience Type

Retailers

Event Details

Click [HERE](#)

1

Wrapped Rideshare Cars



2

Choreographed BLITZ Campaigns



3

Optional In-Car Marketing



4

Attribution Reporting



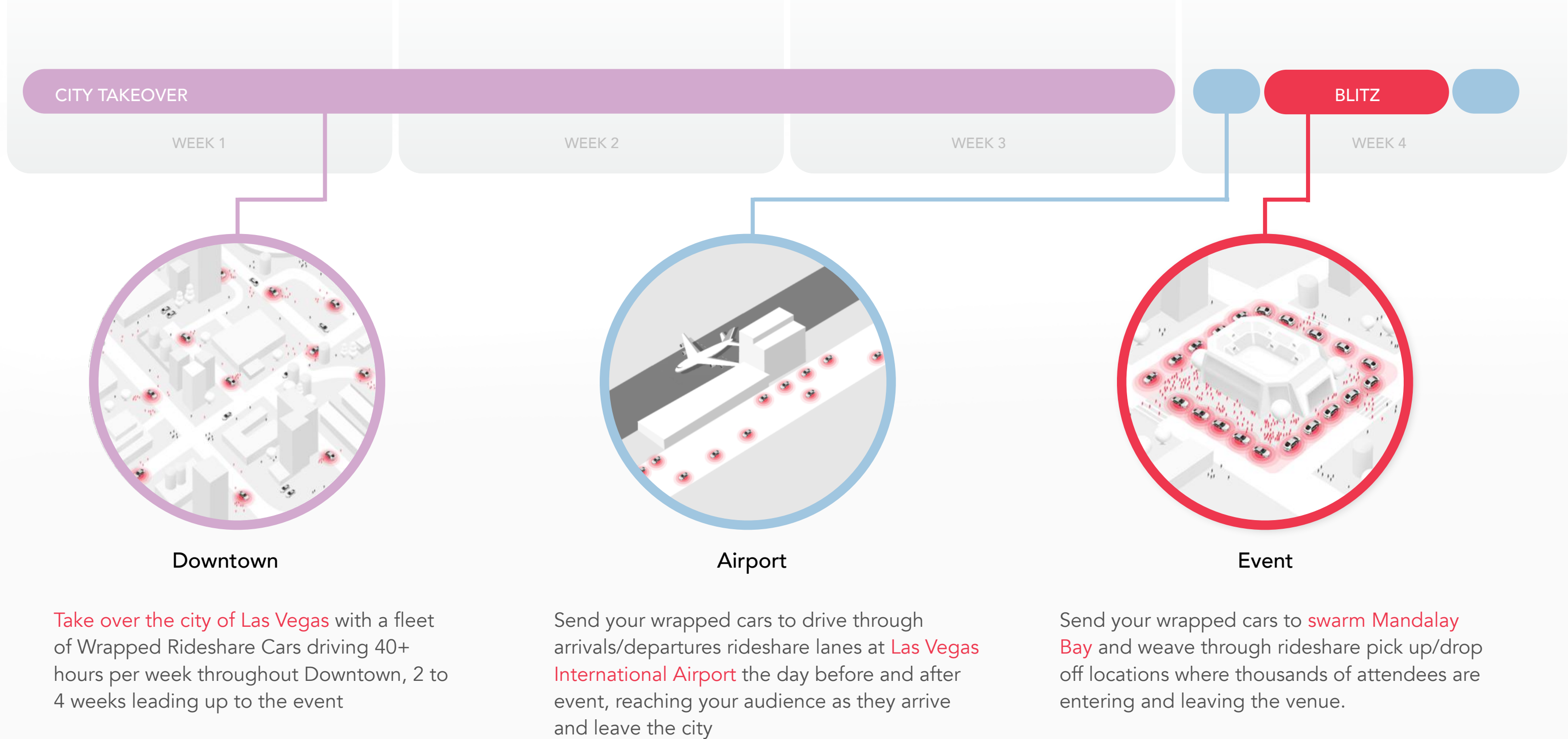
Premium Rideshare Cars
(Half wrapped or Fully wrapped)
'Ubering' 40+ hours per week
throughout the most crowded
areas of the city

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**



Click [HERE](#) to view location details

Event Blitz Route Details

Swarm the streets around the Mandalay Bay Convention Center in Las Vegas, taking advantage of the high-traffic location, and capturing the attention of attendees as they come and go. Wrapped cars will also uber from the event location, taking event-goers throughout the city.









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 Las Vegas | 50 | 13,148,800 | \$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 Las Vegas | 50 | 17,750,880 | \$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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Impressions Methodology: [mobilads Impressions Methodology](#)

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