



Make a statement at the New Orleans Jazz & Heritage Festival with America's most effective out-of-home transportation advertising





A high-impact campaign at Stagecoach

Location

New Orleans, LA

POI

Fair Grounds Race Course (a.k.a. New Orleans Fair Grounds)

Timing

April 28-30 and May 4-7, 2023 (7 days)

Attendance

500,000+

Audience Type

Millennials

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

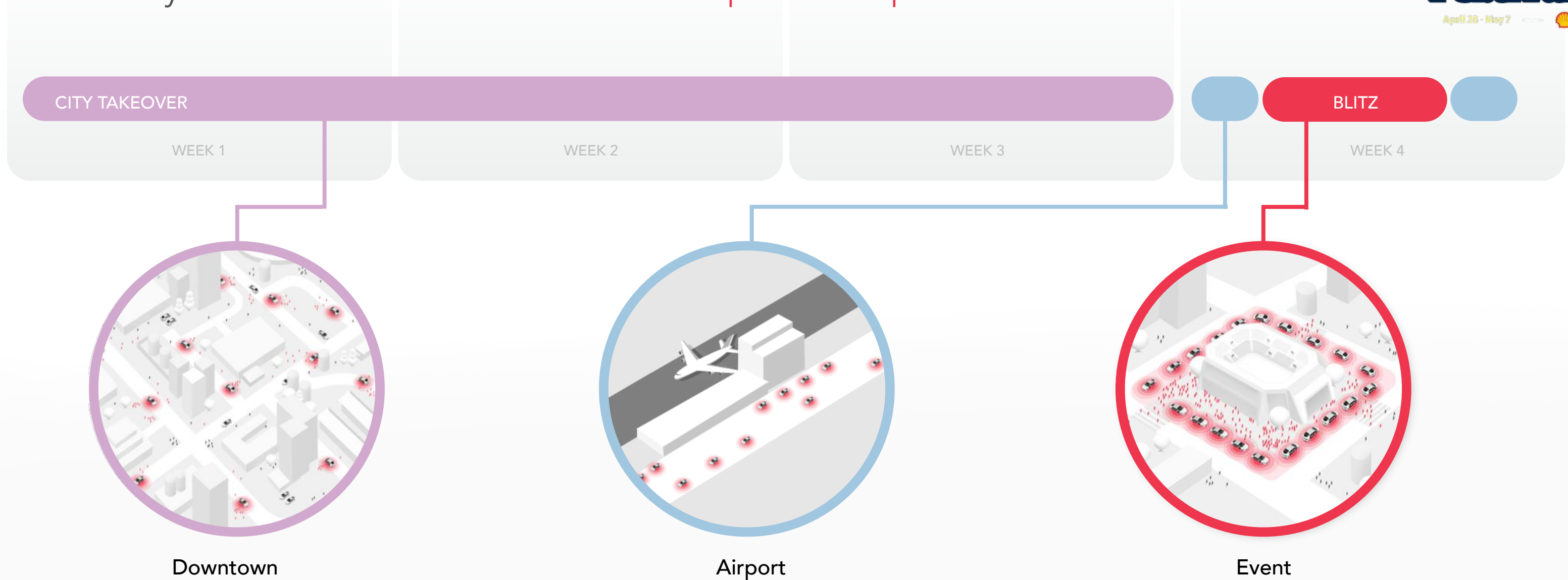
Attribution Reporting



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**



Take over the city of New Orleans 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 **Louis Armstrong New Orleans International Airport** the day before and after event, reaching your audience as they arrive and leave the city

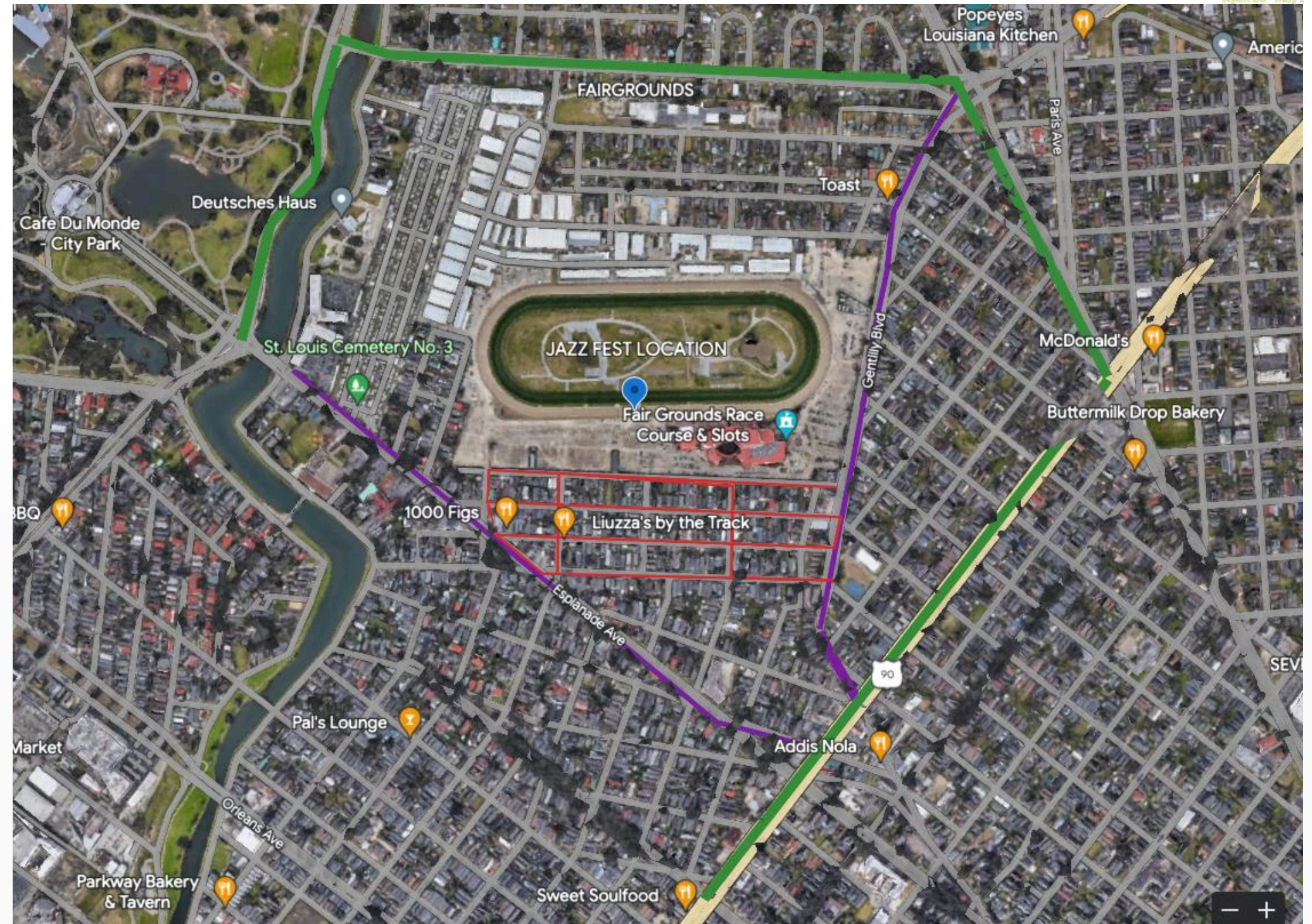
Send your wrapped cars to **swarm the New Orleans Fair Grounds** and weave through rideshare pick up/drop off locations where thousands of attendees are entering and leaving the venue.

Click [HERE](#) to view location details

Event Blitz Route Details

Swarm the streets closest to the Fair Grounds Race Course drop-off and pick-up areas where 500,000+ attendees will be entering and leaving the event.

Focus will be on the roads surrounding the Fair Grounds, where the rideshare drop-off and pick-up points can be found, along with the official Jazz Fest shuttle.









View interactive map [here](#).

Note: Road closures are highlighted in red and purple; 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 New Orleans	50	5,913,600	\$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 New Orleans	50	7,983,360	\$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[®]

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](#)