

OOH REIMAGINED?

America's most effective out-of-home transportation advertising



A high-impact BLITZ campaign at NYFW Autumn/Winter 2024

Location

New York City, NY

POI

Spring Studios (50 Varick Street)
and various NYC locations

Timing

Feb 9th – Feb 14th (6 days)

Attendance

230,000+

Event Details

Click [HERE](#)

1

Wrapped Rideshare Cars



Premium Rideshare Cars
'Ubering' throughout the most crowded areas of the city with your branding

2

Choreographed BLITZ Campaigns



Send your Branded Rideshare Cars to swarm the event venue at key moments or give free VIP rides to your customers and make a big impact with your 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

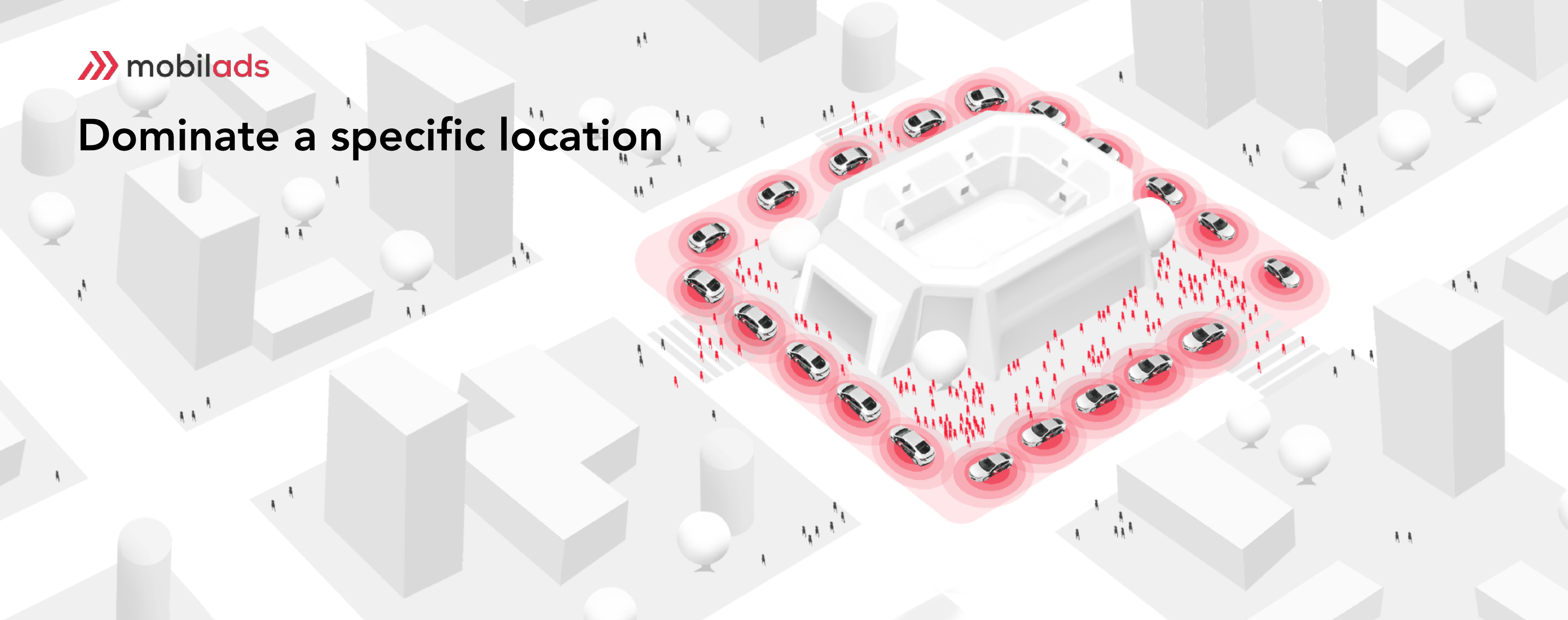
Attribution Reporting



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



Dominate a specific location



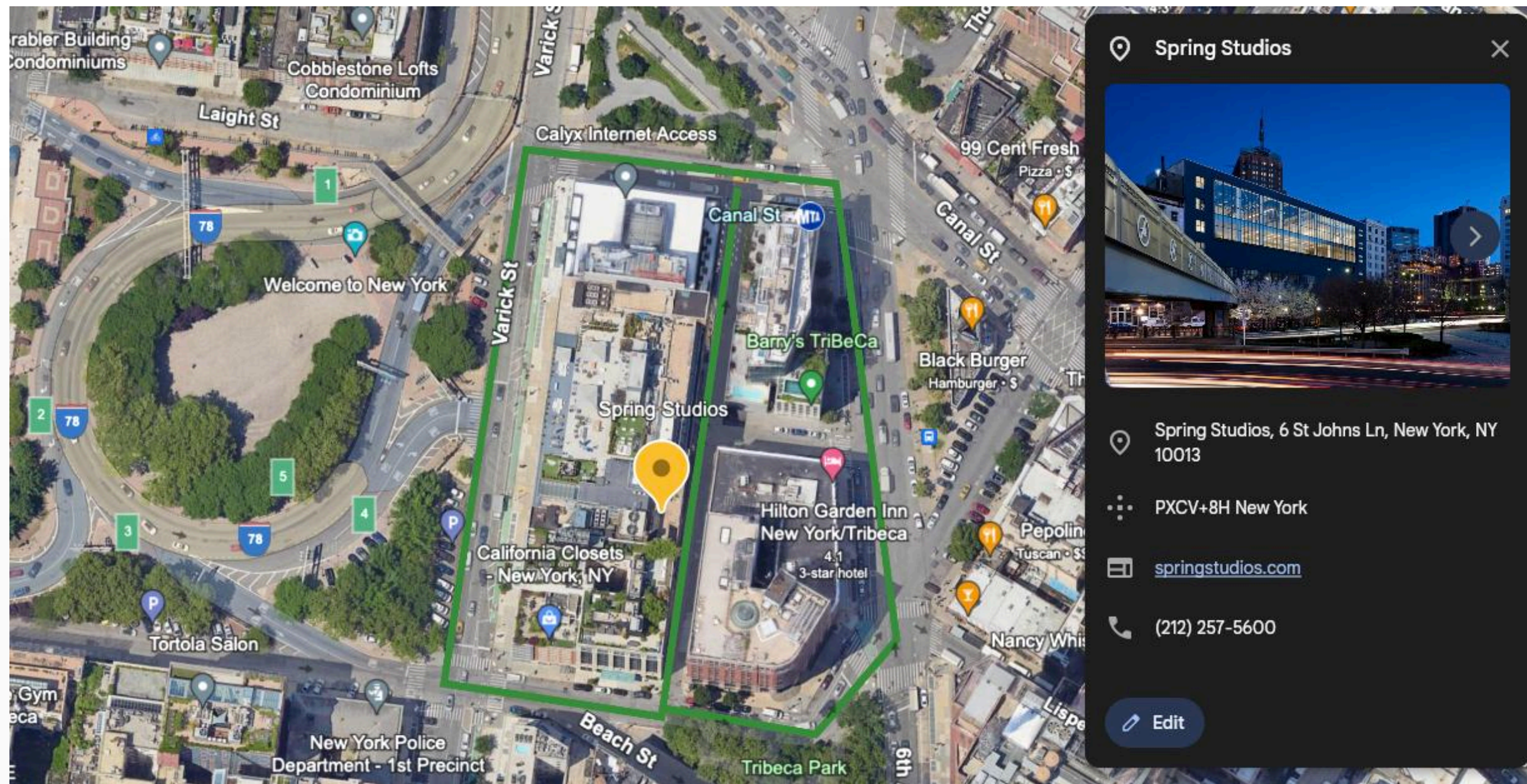
BLITZ campaign

Send your branded cars to swarm any location of your choice and provide VIP rides to your customers, at specific times, for high-impact consumer awareness and activation.



Event BLITZ Route Details

Capture attention at one of the main NYFW venues at [Spring Studios](#) at 50 Varick Street in Lower Manhattan. With high-profile guests frequently arriving and departing, your fleet of cars will be at the ready to blitz the location for a high-impact moment. Additionally, you can offer a memorable experience with free VIP rides to attendees of the event, whether they're headed to another venue location, an afterparty, hotel, airport, or anywhere in between.

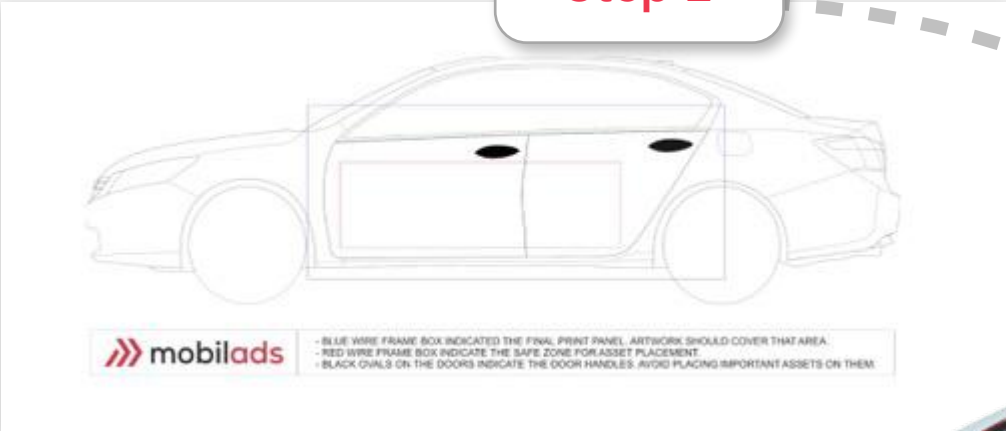


Turnkey creative

Step 1



Step 2



Step 3



We easily and quickly convert your digital assets or OOH designs into rideshare wraps, with our one-size-fits-all template

From data to intelligence with full-suite attribution

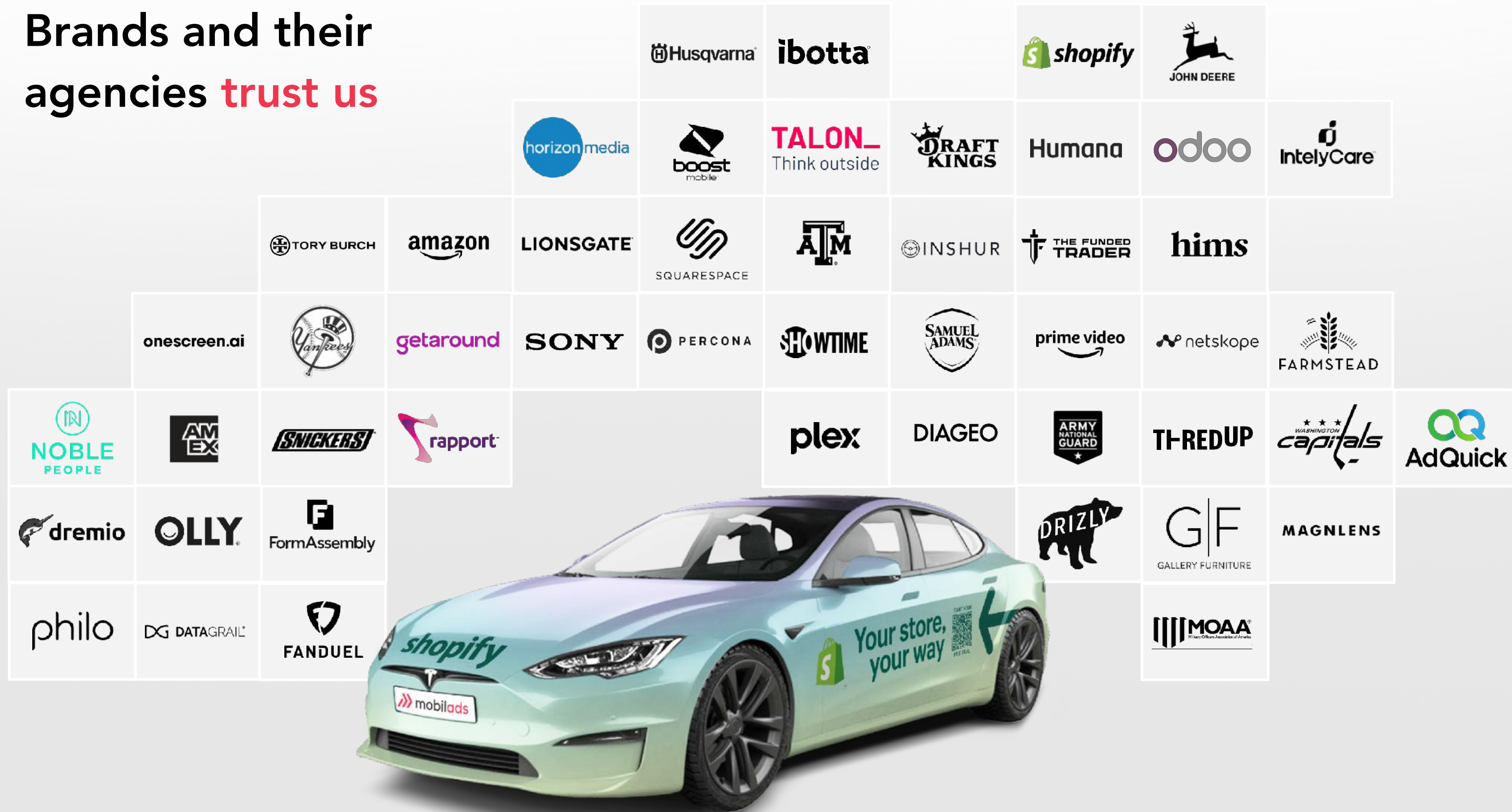
Track OOH exposure. We place a moving geofence on each unit, and combine it with billions of anonymized, CCPA-compliant mobile location events to accurately determine the likelihood of who was in viewing distance of the OOH ads.



View campaign performance on charts that are easily digestible, including total impressions, audience breakdown, and conversion events attributable to your OOH campaign (e.g. store visits, website visits).

Watch our attribution model [live](#)

Brands and their agencies trust us



Rate Card

BLITZ Campaign – HALF WRAPS

Format	Package Description	Number of Vehicles	Total Impressions	Media Cost	Production Cost*	Total Campaign Cost
BLITZ – High Impact 40 total BLITZ hours	8 hours / car / day, 1 day total Swarm any location at specific times for 40 hours total during the event	5	TBD (depends on # of Attendees)	\$10,000	\$2,000	\$12,000
BLITZ – High Impact 80 total BLITZ hours	4 hours / car / day, 4 days total Swarm any location at specific times for 80 hours total during the event	5	TBD (depends on # of Attendees)	\$20,000	\$2,000	\$22,000
BLITZ – Event Domination 80 total BLITZ hours	8 hours / car / day, 1 day total Swarm any location at specific times for 80 hours total during the event	10	TBD (depends on # of Attendees)	\$20,000	\$4,000	\$24,000
BLITZ – Event Domination 160 total BLITZ hours	4 hours / car / day, 4 days total Swarm any location at specific times for 160 hours total during the event	10	TBD (depends on # of Attendees)	\$40,000	\$4,000	\$44,000

NOTE: All vehicles are fully vetted. Pricing includes a campaign performance report, 100% POP’s, and a professional photoshoot.
ADDED BONUS: Headrest flyers inside the cars, attribution reporting, and pass-back of device ID’s for retargeting purposes at no additional cost

Rate Card

BLITZ Campaign – FULL WRAPS

Format	Package Description	Number of Vehicles	Total Impressions	Media Cost	Production Cost*	Total Campaign Cost
BLITZ – High Impact 40 total BLITZ hours	8 hours / car / day, 1 day total Swarm any location at specific times for 40 hours total during the event	5	TBD (depends on # of Attendees)	\$12,000	\$5,000	\$17,000
BLITZ – High Impact 80 total BLITZ hours	4 hours / car / day, 4 days total Swarm any location at specific times for 80 hours total during the event	5	TBD (depends on # of Attendees)	\$24,000	\$5,000	\$29,000
BLITZ – Event Domination 80 total BLITZ hours	8 hours / car / day, 1 day total Swarm any location at specific times for 80 hours total during the event	10	TBD (depends on # of Attendees)	\$24,000	\$10,000	\$34,000
BLITZ – Event Domination 160 total BLITZ hours	4 hours / car / day, 4 days total Swarm any location at specific times for 160 hours total during the event	10	TBD (depends on # of Attendees)	\$48,000	\$10,000	\$58,000

NOTE: All vehicles are fully vetted. Pricing includes a campaign performance report, 100% POP’s, and a professional photoshoot.
ADDED BONUS: Headrest flyers inside the cars, attribution reporting, and pass-back of device ID’s for retargeting purposes at no additional cost



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.

The background image shows the Chicago Theatre marquee at night. The marquee is brightly lit with yellow and red lights. The word "CHICAGO" is displayed in large, ornate letters. Below it, the text "LIVE! A ONE-WOMAN SHOW" and "METRIC - THE DOOMSCROLLER TOUR" is visible. In the foreground, several cars are parked on the street, including a yellow taxi and several dark-colored cars with "ibotta" branding and the slogan "Promotions will never be the same." The overall scene is a busy city street at night.

Let's make
your brand
stand out.



305 3rd St, Jersey City, NJ 07302

Niels Sommerfeld, COO

919-623-7031

niels@mobilads.co

Check out our work here:

[mobilads case studies](#)

Other resources:

[File Specs mobilads](#)

[mobilads Impressions Methodology](#)

[Campaign Attribution Study](#)