

## URB-E

### Problem

How does an urban transportation brand advertise successfully?

### Solution

By reaching a relevant captive audience using out of home (OOH) platform.

### Background

URB-E is the number one foldable electric vehicle. They wanted to target commuters with repetitive exposure and not solely rely on press and social media. They had tried other advertising media before with little success and wanted a medium that commuters could connect with.

### Objective

To connect with commuters and generate brand awareness on how their product would make commutes easier. URB-E 's target demographic was 25-40 year old adults who commute to and from the city.

### Strategy

Rail interior cards were utilized to target commuters on their way to and from work with repetitive exposure. The execution ran for a total of 12 -weeks.

### Plan Details

Market: Los Angeles

Flight Dates/OOH Formats:

- August 7th, 2017 – October 29th, 2017
- 12 -Weeks
- 25 Rail Interior Cards

### Results

URB-E saw six times the return on investment (ROI) for their ad spend. This is significant as their product averages \$1,400. "People call us all of the time while they are on the train! It's amazing to see that", Evan Sanders, Head of Sales and Marketing.

