



CARVERTISE

CASE STUDY

newsy

BACKGROUND

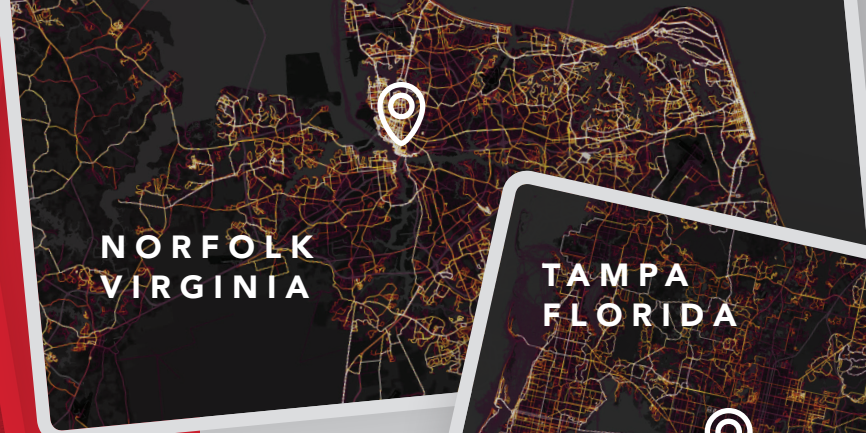
Newsy branched into new markets and needed to stir up word of mouth buzz using their tagline "Be Informed, Not Influenced". Carvertise implemented an initial campaign of 12 cars in Raleigh, NC and Tampa, FL.

SOLUTION

Carvertise wrapped 12 high mileage Uber and Lyft drivers in Newsy's message exposing consumers and passengers to their message and explaining why they are a better source for news in the area.

RESULTS

After hearing the positive interactions the drivers were having and accumulating over 7,850,000 impressions in just 3 months, Newsy expanded the campaign to an additional 3 markets, increasing the overall Carvertise campaign to 28 drivers across 5 major markets.



NORFOLK
VIRGINIA



TAMPA
FLORIDA

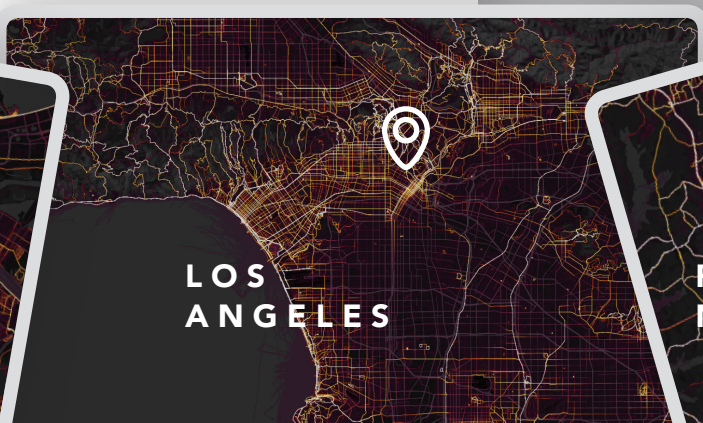
DRIVER QUOTE

"I've had only positive feedback to the Newsy wrap. I Uber so i've had many people ask me about the wrap - What Newsy is, etc. I know it's new to the Tampa area and many passengers have even Googled it while in the car to find out more information. I even had one passenger download Newsy to his homepage on his phone. When asked by his wife, he told her that he likes it because it's more informational than other outlets. He enjoyed that it's facts and not opinions. Woot woot! Go Newsy on your neutrality."

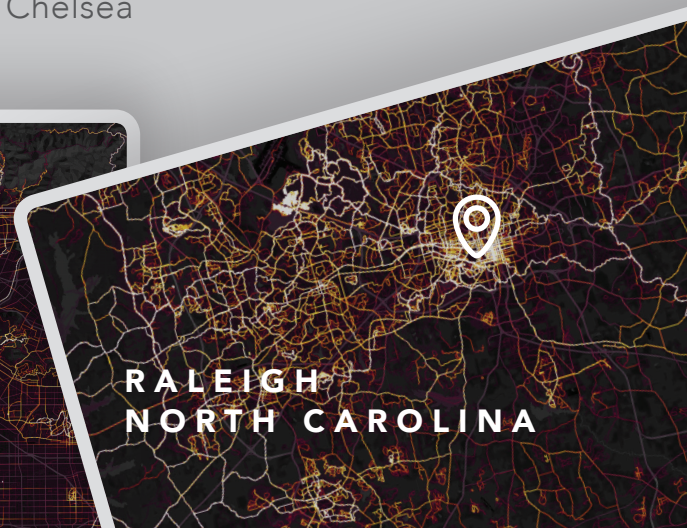
- Chelsea



NEW
ORLEANS



LOS
ANGELES



RALEIGH
NORTH CAROLINA