

Case Study - Youi Insurance

Campaign Objective

- To promote youi car insurance to commuter audience who catch public transport to work and as a result can save on car insurance with youi
- Build incremental reach with multiple transit channels

Campaign Solution

- Sydney Ferries Harbour Broadcast on board advertising package providing access to over 1,000,000 AB commuters across the harbour
- Distribution of instant quote application to passengers' mobile phone via Bluetooth on the vessels

Results

- Strong brand visibility through exclusive brand ownership of all vessels on fleet
- Over 1 million eyeballs over campaign duration
- Total Bluetooth downloads of 13,198 and campaign response rate of 19.6%

