

CLIENT SHOWCASE

Gen Z + Millennials Targeting Campaign

OBJECTIVE: Bring awareness to the Lyft Ride Services and to drive applications to become a Lyft Driver in key markets throughout the U.S.

STRATEGY: Executed a successful campaign targeting Generation Z and Millennials for these services at multiple universities throughout the nation.

DELIVERABLES: High-impact, signage targeting Generation Z and Millennials on university campuses throughout the U.S.

RESULTS: 100M+ Impressions Delivered

EXECUTED

Digital/Social Advertising

Outdoor Marketing

Audio Campaign

Posters

In App Mobile Targeting

Transit Advertising

Rides that fit the whole squad.

Why wait here when you could be there already?



lyft

