

brandalism

context

Uklon is a taxi service in Tashkent. In spring, we launched a 70% discount on the first ride. But in summer, new competitors entered the market with big discounts and huge advertising budgets. Our ads were left only in the metro. So we made the offer stronger: 70% off the first THREE rides. But how could we spread the word without a big media budget and still stand out from the competition?

idea

At night, together with local street artist Inkuzart, we snuck into the metro and painted over the old offer with the new one — turning a discount on one ride into a discount on three.

execution

In one night, we updated our own ads across 20 metro stations. And it all looked like vandalism. When metro staff noticed the changes, they took our banners down. But it was already too late — the story had made the news and spread across media outlets, social media, and Telegram channels. For free. That's how we turned a simple ad update into a news story.

uklon app installs

+23.5%

new riders

+17.5%

trips

+4.1% MOM

cac

-20.5%

\$46,500
Estimated
earned
media value

3/12 major media
outlets covered
the campaign

reach

3,000,000+

14 publications
by influencers
and marketing
communities

500+
mentions

20
metro
stations
updated

HURMATLI INSONLAR

uklon

TUG'ILGAN KUNINGIZ BILAN!

Bizga  so'zini yozish taqiqlangan, shu sababli, ilk safar uchun 70% gacha chegirma aynan bizda , deya olmaymiz.

ILK 3 TA SAFAR

Uklon kompaniyasi tomonidan 2024 yil 12 oy davomida 70% gacha chegirma taqdim etiladi. Chegirma avtomatik tarzda amal qiluvchi promokod orqali beriladi. Akaiya tashilotlari: https://uklon.uz/ saytida.

