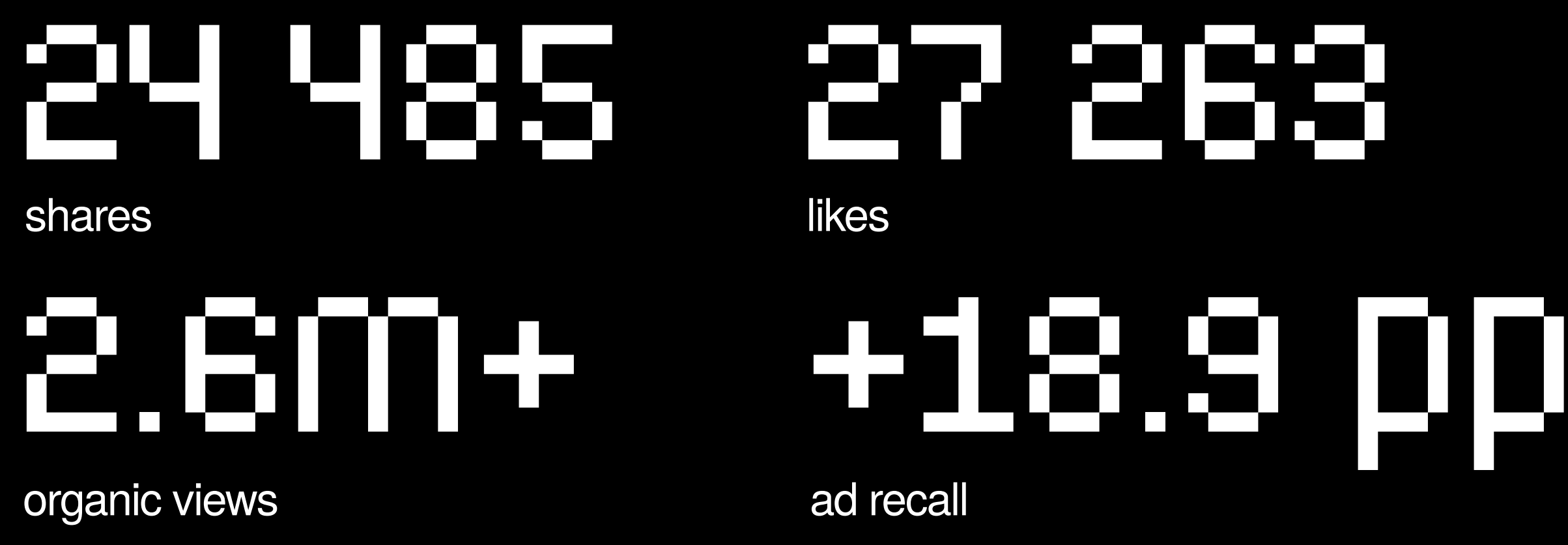


# TRUSTED BY KAZAKHSTAN

Kazakhstan is inDrive’s home market — the place where the brand grew from a local idea into part of everyday mobility culture.

One line. One layout. One local twist.



The campaign did not just state trust. It made the trust message visible, human and memorable in public space.

## PRINT & OOH IDEA

The campaign was built around one deceptively simple line: “Trusted by Kazakhstan.” At first glance, it read as a national-scale statement: inDrive is trusted by the country. On closer attention, the claim became literal — the campaign featured a real user named Kazakhstan.

## EXECUTION

A clear layout, short copy and simple visual hierarchy made the work easy to understand instantly across print and outdoor formats. The double meaning rewarded closer attention and turned a familiar trust claim into a local, human and unexpected story.

## CHALLENGE

In a competitive ride-hailing category, inDrive needed to make its local relevance and trust message more visible, memorable and human.

# A SIMPLE LINE THAT WORKED TWICE

Designed to be read instantly — and remembered after a second look.

## VISUAL IDEA

The work used the simplest possible system: a bold trust statement, clean layout and strong visual hierarchy.

## ART DIRECTION

The execution relied on restraint. Minimal design, clear typography and focused composition kept all attention on the line — allowing the double meaning to carry the idea.



— Астана\* сенетін  
қалааралық қызмет

\*Шымкенттік әнші Астана Қарғабайдың айтуынша

inDrive жолаушылар тасымалдау қызметінің интернет-агрегаторы такси қызметін ұсынбайды. Толық ақпарат [www.indrive.com](http://www.indrive.com) сайтында



— Қазақстанның\* сүйікті  
қалааралық қызметі

\*Қарағандылық мұғалім Қазақстан Өтеулиннің айтуынша

inDrive жолаушылар тасымалдау қызметінің интернет-агрегаторы такси қызметін ұсынбайды. Толық ақпарат [www.indrive.com](http://www.indrive.com) сайтында

## COPYWRITING

“Trusted by Kazakhstan” first worked as a national-scale brand claim. Then it revealed the twist: Kazakhstan was not only the country, but also the name of a real inDrive user behind the message.

The craft was in the restraint: one sentence, one layout, one idea strong enough to carry the whole campaign.

## INSTANT READABILITY

From a distance, the message was clear and confident. Up close, the wordplay created a moment of discovery — turning a simple print and outdoor line into a story people wanted to share.

## PRINT & OUTDOOR SYSTEM

The campaign used a minimal visual system that could travel across billboards and printed campaign materials without losing clarity.



## PUBLIC CONTEXT

The message appeared in the same everyday environment where inDrive is used: city streets, routes and daily mobility moments.



## FORMAT FIT

The idea was made for quick reading. Short copy, clean layout and strong hierarchy helped the message work at outdoor speed, while still holding attention in printed formats.



## MEMORABILITY

The double meaning gave the execution a second layer. What first looked like a broad trust claim became a more human and local story once people discovered the twist.



# BUILT FOR PUBLIC SPACE

The campaign used print and outdoor not just to display the message, but to make the trust claim feel public, local and shareable.

A trust message made to work across streets, routes and static formats

# A SIMPLE MESSAGE THAT TRAVELLED BEYOND THE PLACEMENT

The campaign made a trust statement visible, memorable and shareable

## ORGANIC ATTENTION

The campaign generated

2.6m+

organic views, showing that the idea travelled far beyond the original print and outdoor placements.

## SOCIAL RESPONSE

The message sparked strong engagement, with

27 263

likes

24 485

shares

## BRAND IMPACT

Unaided awareness grew from

78%

to 81%

(+3pp vs Q3)

Top-of-mind awareness

+4%

Ad recall grew by

18.9 pp

# WHY IT MATTERED

The campaign did not need a complex visual system to create impact. A short line, a clean execution and a local twist made the message instantly readable — and memorable enough to become part of the public conversation.

“Trusted by Kazakhstan” did not just say the brand was trusted. It made the trust message public, human and impossible to miss.

