

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 billboard line that turned a trust claim into a public conversation

24 485

shares

27 263

likes

2.6m+

organic views

+18.9 pp

ad recall



inDrive did not just use outdoor for reach. It used one outdoor idea as a low-production, copy-led trigger for organic attention

CHALLENGE

In a competitive ride-hailing category, inDrive needed to make its local relevance and trust message more visible, memorable and human — without relying on a complex media ecosystem or high-production campaign.

KEY MEDIUM

Outdoor was the campaign's main carrier: a public-facing format placed in the same urban environment where people use inDrive every day.

IDEA

The campaign was built around one deceptively simple line: "Trusted by Kazakhstan". At first glance, it read as a national-scale trust statement. On closer attention, it revealed the twist: Kazakhstan was also the name of a real inDrive user behind the message.

EXECUTION

One line, clear typography and strong visual hierarchy made the billboard instantly readable from the road. The double meaning made it memorable enough to be photographed, discussed and shared beyond the placement.

USE THE OUTDOOR AS THE MAIN CARRIER OF THE IDEA

A public trust message designed to work with one key medium



— Астана* сенетін
қалааралық қызмет

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inDrive жолаушылар тасымалдау қызметінің интернет-агрегаторы такси қызметін ұсынбайды. Толық ақпарат www.indrive.com сайтында



— Қазақстанның* сүйікті
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CATEGORY CONTEXT

Outdoor is often used for visibility and frequency. But in a category full of functional ride-hailing messages, visibility alone was not enough.

BRAND CHALLENGE

inDrive needed to make its local relevance and trust message feel more noticeable, memorable and human in Kazakhstan.

THE GOAL WAS NOT TO BUILD A LARGE MEDIA ECOSYSTEM. THE GOAL WAS TO MAKE ONE OUTDOOR IDEA STRONG ENOUGH TO TRAVEL



MEDIA OPPORTUNITY

Outdoor was the most natural key medium for the idea: public, immediate and placed in the same urban environment where people use inDrive every day.



CAMPAIGN TASK

Use outdoor not just as a placement, but as the main creative trigger — a simple public message that could be read instantly, reward closer attention and travel organically beyond the billboard.



COST-EFFICIENCY ANGLE

The campaign did not depend on complex production or expensive visual spectacle. Its impact came from a sharp copy idea, clean typography and the right media context.

THE CREATIVE LEAP

Instead of using outdoor only to repeat a brand claim, inDrive used it to create a moment of discovery.



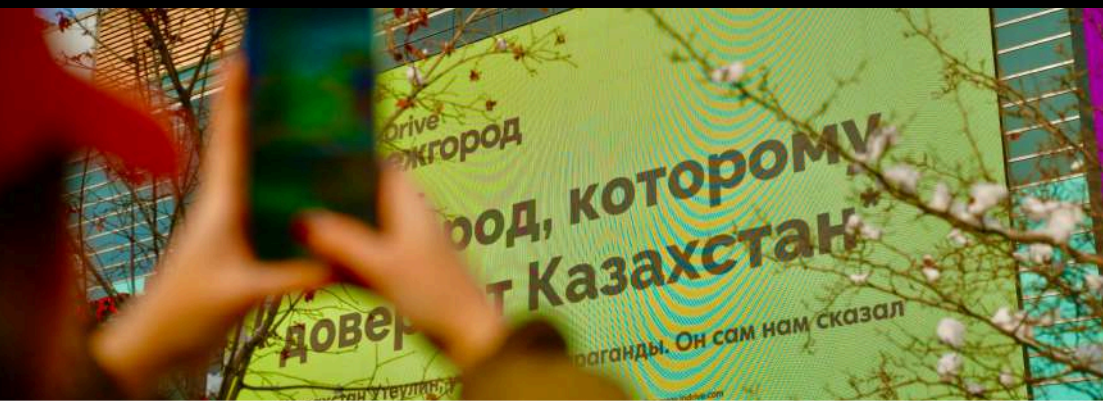
THE MEDIA IDEA

The billboard carried one simple line: "Trusted by Kazakhstan." From the road, it worked immediately as a confident trust statement. On closer attention, it revealed a local twist: Kazakhstan was also the name of a real inDrive user behind the message.



WHY OUTDOOR WORKED

Outdoor gave the line public scale. It made the message visible in the same streets and routes where people use inDrive every day — turning a trust claim into something people could encounter in real life.



WHY IT TRAVELLED

The idea was easy to read, easy to understand and easy to share. A minimal execution made the copy the hero, while the double meaning gave people a reason to talk about it.



ONE LINE. ONE MEDIUM. ONE TWIST

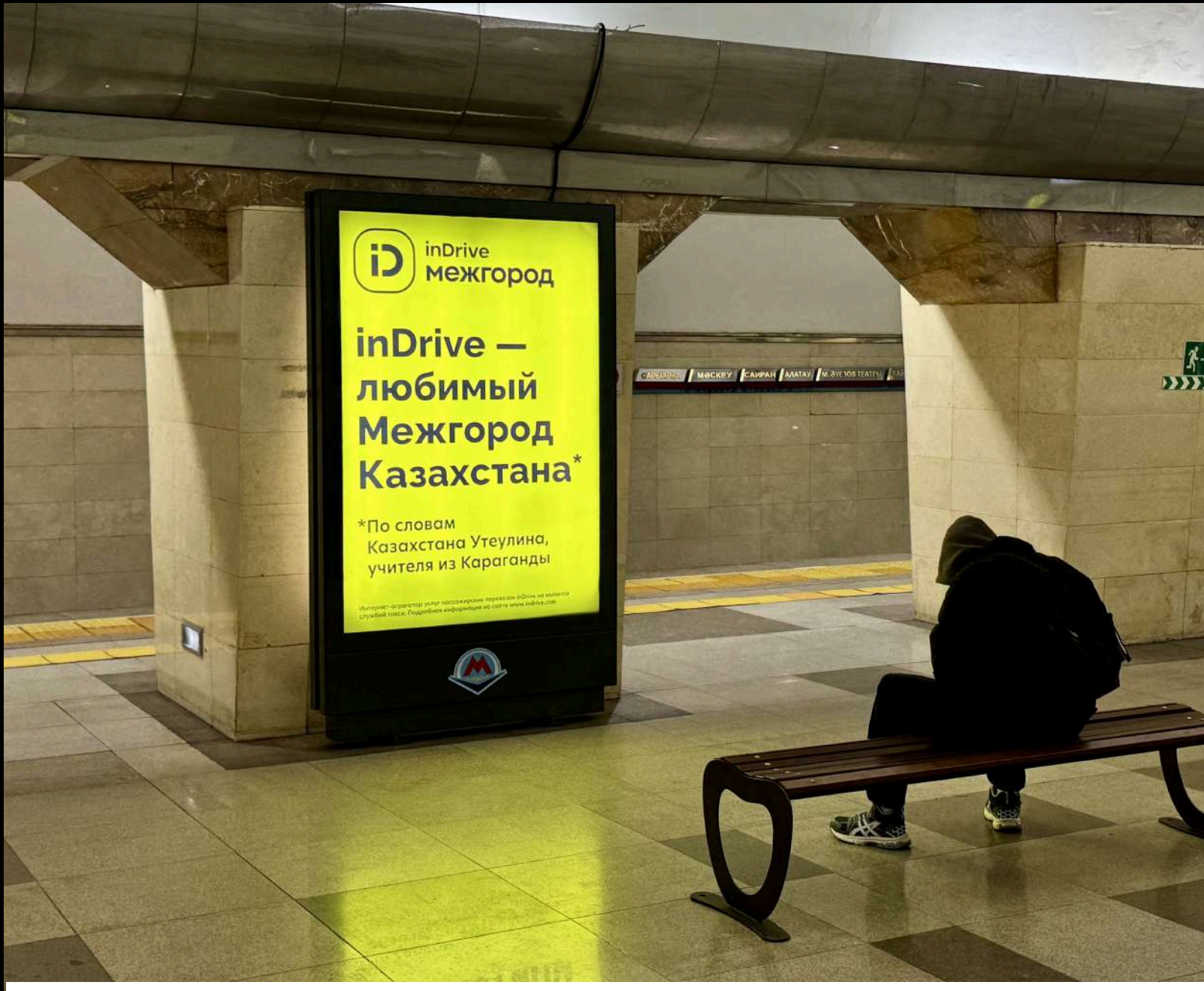
How a billboard became more than a placement.

LOW-PRODUCTION MEDIA, HIGH-IMPACT IDEA

How one outdoor idea travelled far beyond its placement.

OUTDOOR EXECUTION

Outdoor was the campaign’s key public-facing medium, placing the message in the same urban context where inDrive is part of people’s daily movement.



COPY-LED EFFICIENCY

The campaign did not depend on complex production, expensive spectacle or heavy visual storytelling. Its impact came from one sharp line, clean typography and the right media context.



ORGANIC SPREAD

Because the idea was simple, local and easy to retell, the outdoor placement became a trigger for online conversation — extending its reach far beyond paid media.



IMPACT

24 485

shares

27 263

likes

2.6m+

organic views

+18.9 pp

ad recall

+4%

Top-of-mind awareness

78% → 81%

Unaided awareness (+3pp vs Q3)

The campaign proved that one strong outdoor idea can outperform its production scale when the media context and copy work perfectly together.