

VOICED BY INDRIVE

In ride-hailing, brand communication is usually visual and functional: price, speed, routes, discounts and convenience.

Turning everyday rides into a moving audio platform for Kazakh poetry

20m+

views

16 500

interactions

+31%

orders

+34%

rides

inDrive did not use audio as a background. It made audio the medium that transformed an everyday ride into a memorable brand experience.



AUDIO OPPORTUNITY

A ride is a natural listening moment. Passengers are between places, looking at the city, thinking, waiting, hearing what surrounds them.

IDEA

Voiced by inDrive used audio as the core creative medium — turning branded inDrive cars into moving listening spaces for contemporary Kazakh poetry.

EXECUTION

Young Kazakh poets created and recorded original works inspired by Astana. Their own voices became the heart of the experience, living inside the ride and across major music platforms.

CRAFT

The campaign was built around voice, rhythm, storytelling and intimacy — making poetry feel personal, modern and emotionally close.

CONTEXT AND TASK

Using the ride itself as an unexpected media channel

CATEGORY CONTEXT

Ride-hailing communication is usually dominated by functional messages: price, speed, availability and convenience.

CAMPAIGN TASK

Use audio as the core creative medium to transform an ordinary ride into an intimate brand experience.

KPIS

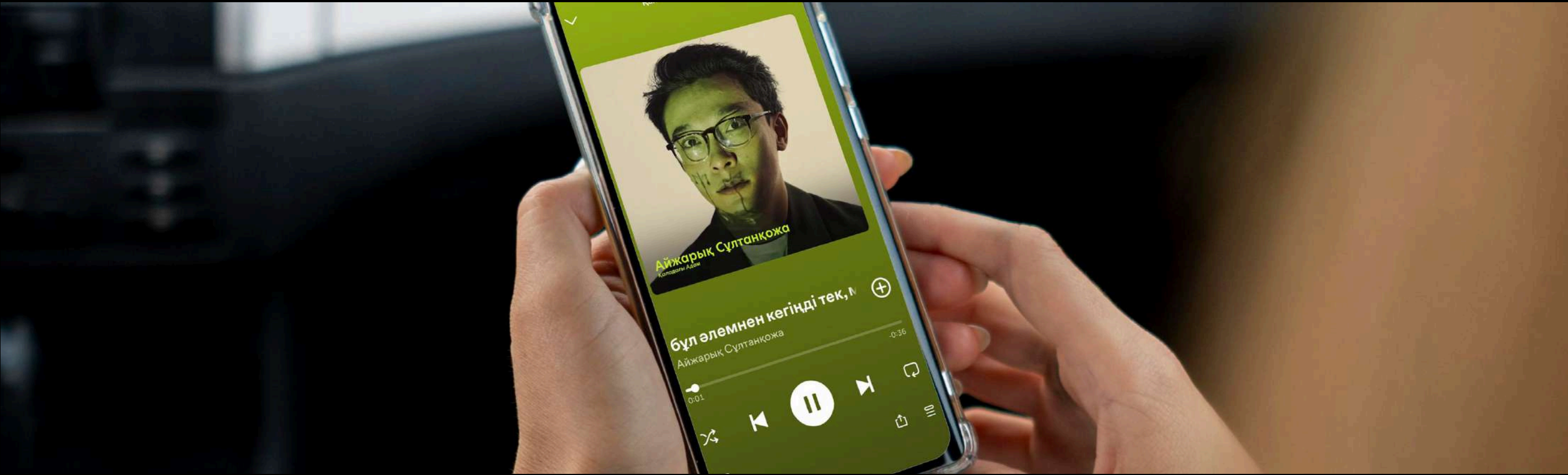
- Build reach and engagement around the audio idea.
- Create audience resonance through voice and storytelling.
- Support growth in rides and orders during the campaign period.

BRAND CHALLENGE

inDrive needed to create a more memorable emotional connection with passengers in Kazakhstan — something people would not only see, but hear and feel.

AUDIO OPPORTUNITY

A ride is a natural listening moment. Passengers are between places, looking at the city, sitting with their thoughts and already open to sound — music, podcasts, voices and stories.



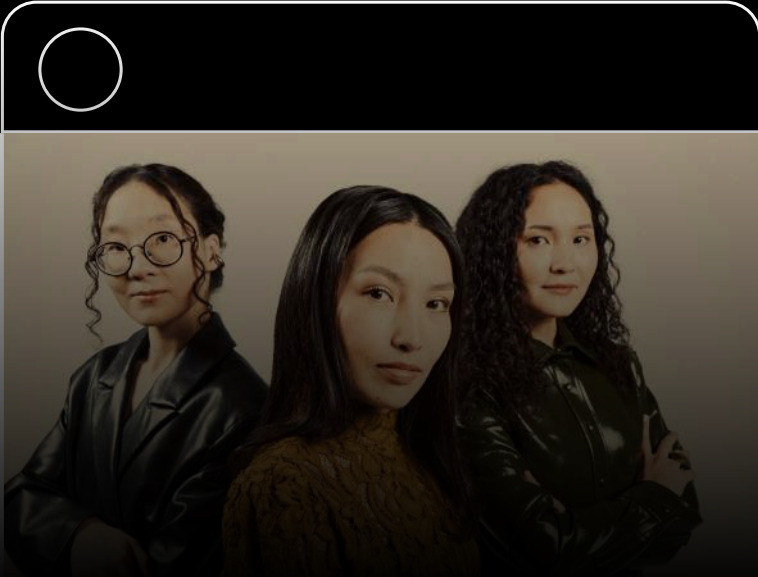
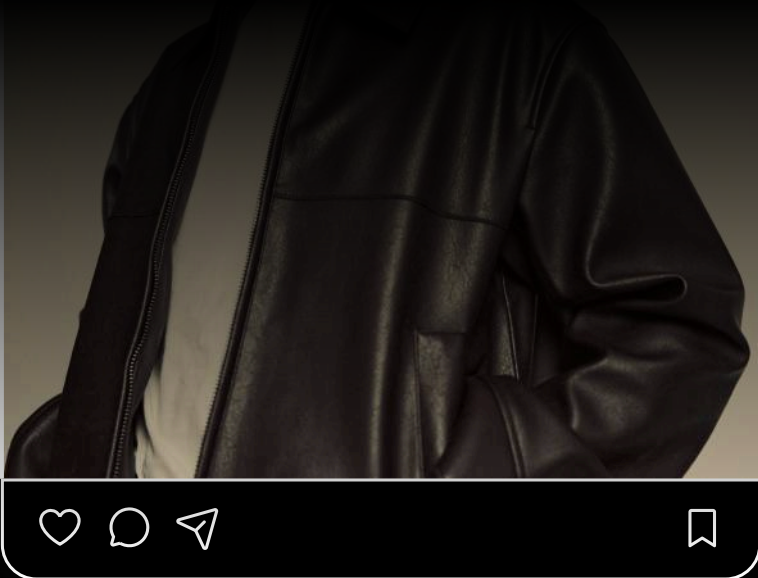
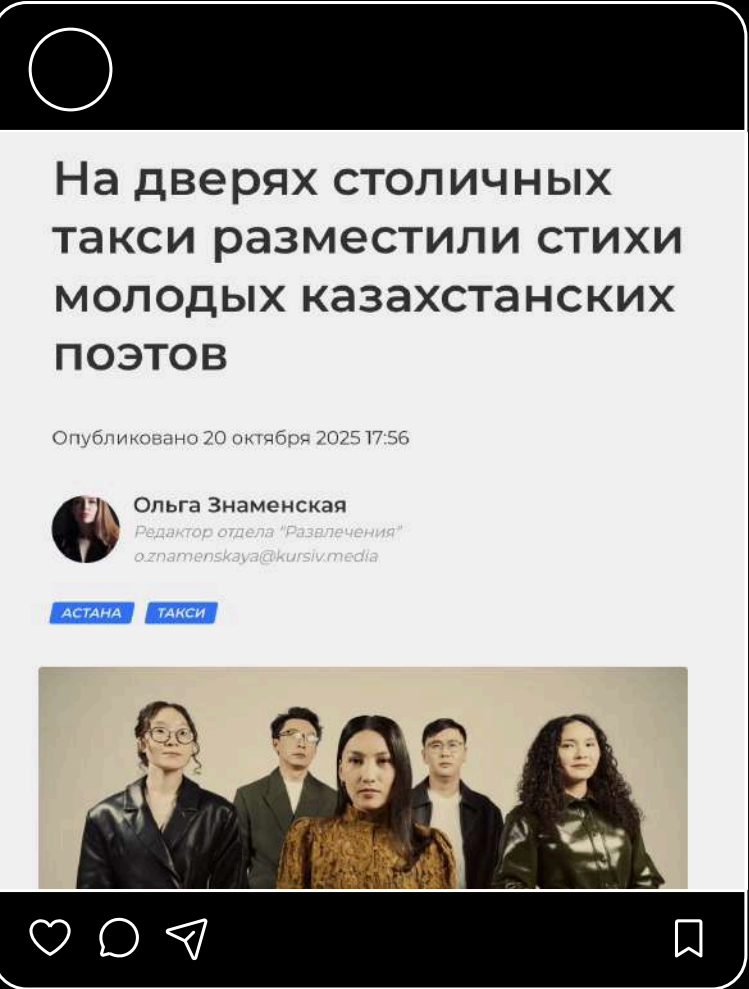
The goal was not to add sound to a campaign. The goal was to make sound the campaign.

FROM RIDE-HAILING TO AUDIO EXPERIENCE

How inDrive made sound the centre of the campaign.

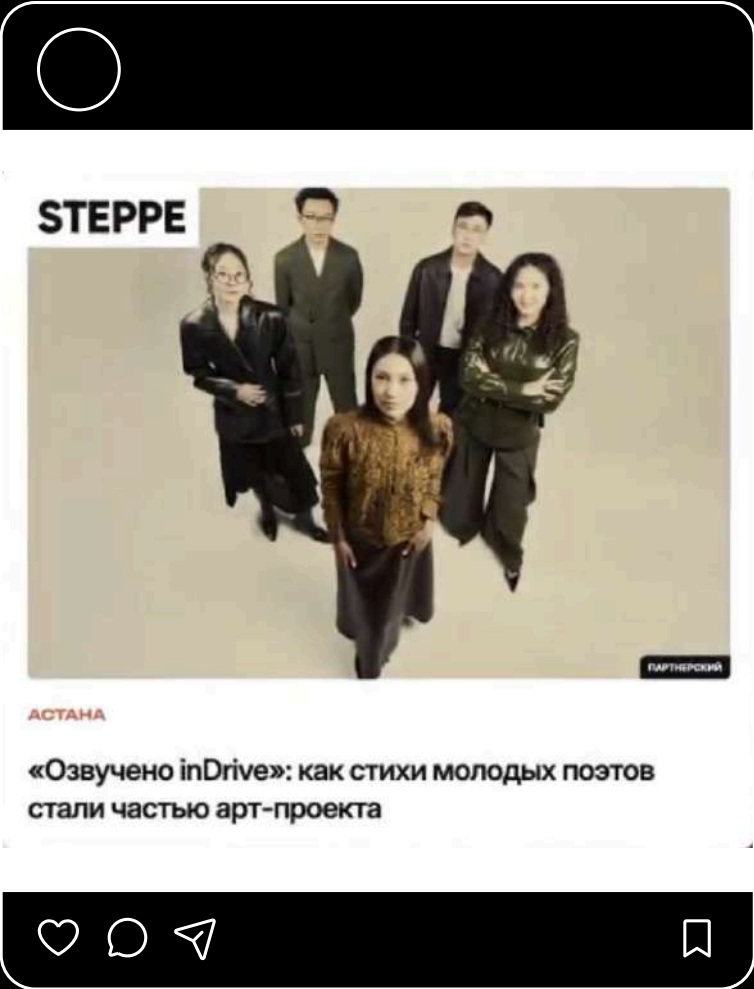
THE CREATIVE LEAP

Instead of treating the car as only a vehicle, inDrive turned it into an audio medium.



THE IDEA

Use spoken poetry as a brand experience — recorded in the poets’ own voices and heard during the ride.



WHY IT WORKED

A ride is a pause between places. It is a moment when people naturally listen, reflect and experience the city around them.

THE EXPERIENCE

Passengers heard contemporary Kazakh poetry while moving through the same city that inspired it.

The car became the media channel.
The ride became the listening moment.
The voice became the brand experience.

AUDIO CRAFT AND EXECUTION

Building a campaign around voice, rhythm and spoken-word storytelling.

VOICE AS CRAFT

Young Kazakh poets created and recorded original works inspired by Astana. Their own voices became the centre of the experience, bringing authenticity, emotion and intimacy.



IN-CAR EXPERIENCE

The recordings were placed inside branded inDrive cars, turning everyday rides into moving listening spaces.

Voiced by inDrive used audio not as an advertising channel, but as a crafted experience people could listen to, remember and return to.

STORYTELLING

The poems were not used as written copy. They were designed to be heard — through tone, rhythm, pauses and personal delivery.



PLATFORM EXTENSION

The same recordings were released on major music platforms, allowing people to discover, replay and share the poems beyond the ride.

AUDIO THAT CREATED ATTENTION — AND BUSINESS IMPACT

Voiced by inDrive proved that an audio-led idea could create both audience resonance and measurable business impact.

AUDIENCE RESONANCE

20m+

views

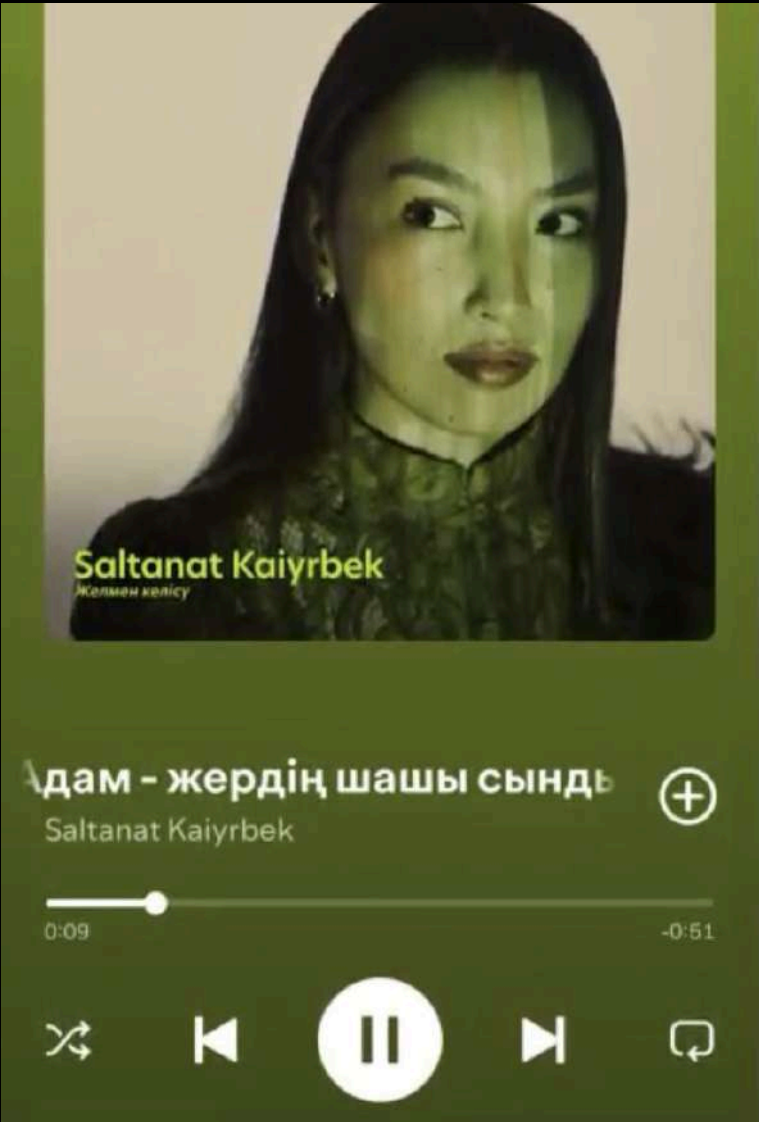
16 500

interactions

EARNED ATTENTION

647K

PR reach



BUSINESS IMPACT

+18%

Active passengers

+19%

New passengers

+31%

Orders

+34%

Rides

CREATIVITY & CRAFT (ONE-CHANNEL). CREATIVE USE OF AUDIO MEDIA

CULTURAL AUDIO OUTPUT

The project also created a lasting collection of contemporary Kazakh poetry, released across major music platforms in the poets' own voices

A ride became more than a route. It became a listening experience — and a new way for inDrive to be heard in Kazakhstan.

