

NOT YOUR INFLUENCER

A digital ad that turned a voice assistant into an unpaid influencer

8m

reach

1 200+

comments

70 000+

reactions

+20%

installs

0T

budget



inDrive did not buy influence. It hacked the interaction layer of a digital ad — making the audience’s own device join the campaign.

CONTEXT

In Kazakhstan, ride-hailing is a saturated category: most potential users already use an app, and every brand is fighting for attention.

DIGITAL IDEA

Instead of hiring another influencer, inDrive found one already present in people’s homes: Alisa, the Yandex voice assistant.

CHALLENGE

When competitors dominated the influencer space with top bloggers, inDrive needed a smarter way to reach people, create conversation and drive installs — without paying for influencer media.

INTERACTIVE MECHANIC

The campaign used video ads crafted to trigger Alisa when played near a Yandex Station. Every time the ad appeared, Alisa responded — turning a passive digital view into a live interaction inside the room.

FROM PASSIVE VIEW TO LIVE INTERACTION

How inDrive made a digital ad activate the room around it

STANDARD DIGITAL BEHAVIOR

Most video ads stay inside the screen. People can watch, skip, scroll or ignore them.

MEDIA CHALLENGE

inDrive needed to create attention and emotional connection in Kazakhstan without relying only on standard paid media formats.

THE INTERACTIVE TWIST

inDrive created video ads with carefully crafted voice triggers that activated Alisa, the Yandex voice assistant, when the ad played near a Yandex Station.

WHAT HAPPENED

Every time the video played, Alisa reacted and answered. Suddenly, the ad was no longer only on the screen — it was happening inside the room.

WHY IT WORKED

The campaign did not ask users to click or participate manually. It used a device already present in people’s homes to create an unexpected interaction around the ad.

A digital video placement became an interactive home experience — powered by the audience’s own voice assistant.



AUDIENCE IMPACT

In less than one week, the campaign reached

8m

people reached / (from new row) proving that the idea could scale fast in a saturated ride-hailing market

SOCIAL RESPONSE

The unexpected interaction sparked conversation, generating

1 200+

comments

70 000+

reactions

BUSINESS IMPACT

The campaign drove a

20%

increase in installs, turning attention into measurable acquisition growth.

EFFICIENCY

Instead of paying influencers or investing in expensive production, inDrive used a sharp digital mechanic and an existing home device ecosystem — achieving results with

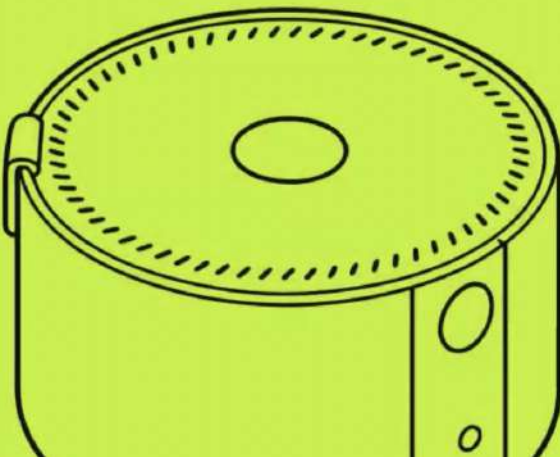
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influencer and production budget

UNPAID INFLUENCE.
REAL BUSINESS
IMPACT

How an interactive digital idea delivered reach, conversation and installs without influencer spend.

The most affordable taxi
in Kazakhstan is inDrive



Not Your Influencer turned a competitor's voice assistant into earned interaction — and proved that the smartest digital media idea can cost less than buying attention.