

VOICED BY INDRIVE

Ride-hailing media usually lives outside the ride: digital ads, outdoor placements, promos and performance channels.

Turning the ride itself into a media channel for Kazakh poetry

20m+

views

16 500

interactions

+31%

orders

+34%

rides



inDrive did not simply place media around the ride. It made the ride itself the medium.

MEDIA OPPORTUNITY

inDrive saw the ride itself as an underused owned medium — a moment when passengers are already present, attentive and naturally open to listening.

IDEA

Voiced by inDrive turned branded inDrive cars into moving audio media, bringing contemporary Kazakh poetry into everyday passenger journeys.

EXECUTION

Young Kazakh poets created and recorded original works inspired by Astana. Their voices were placed inside branded inDrive cars, transforming the ride into the media channel and the passenger journey into the listening moment.

EXTENSION

The recordings were also released on major music platforms, allowing people to replay, share and return to the project beyond the car.

CONTEXT AND TASK

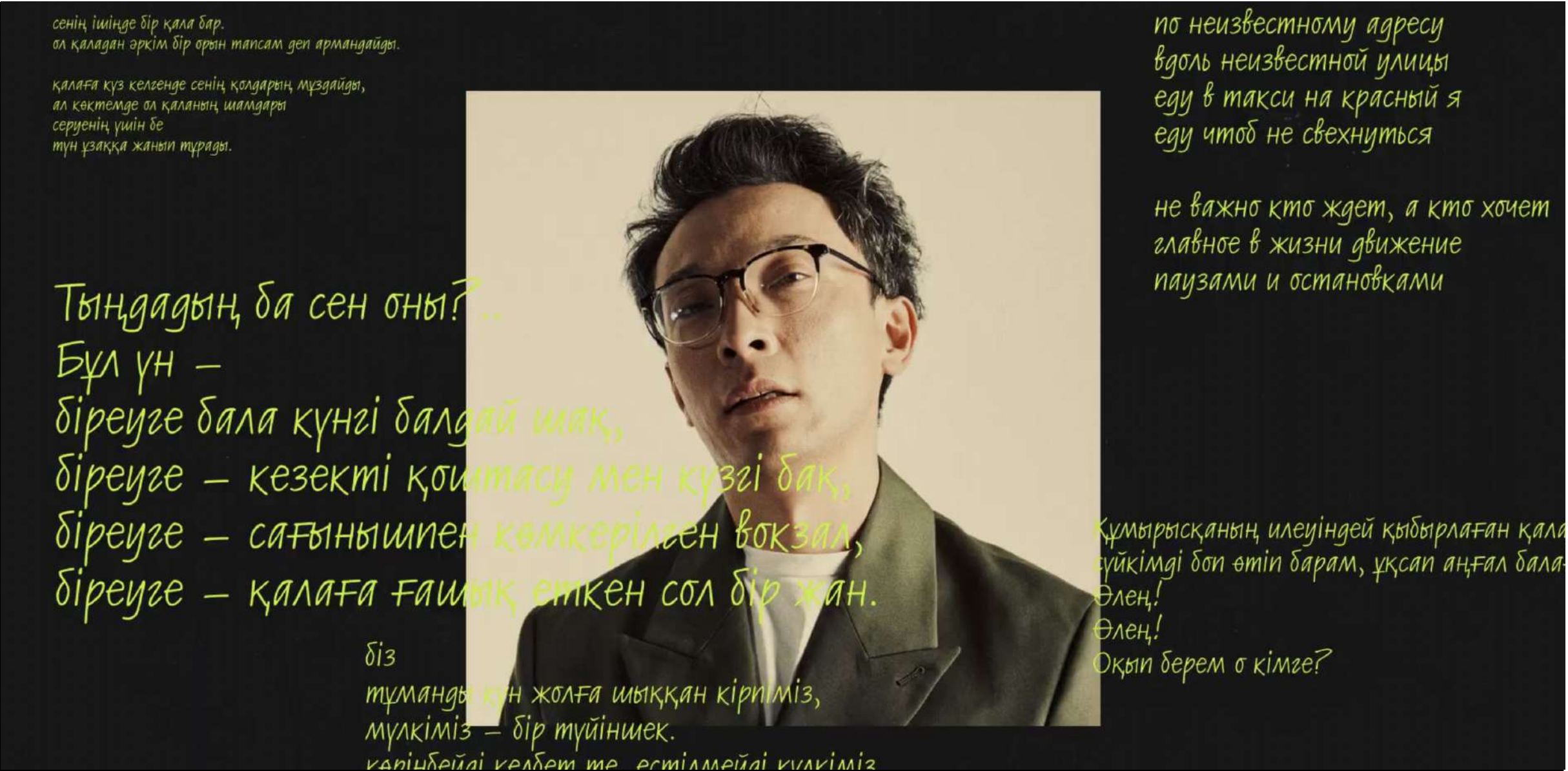
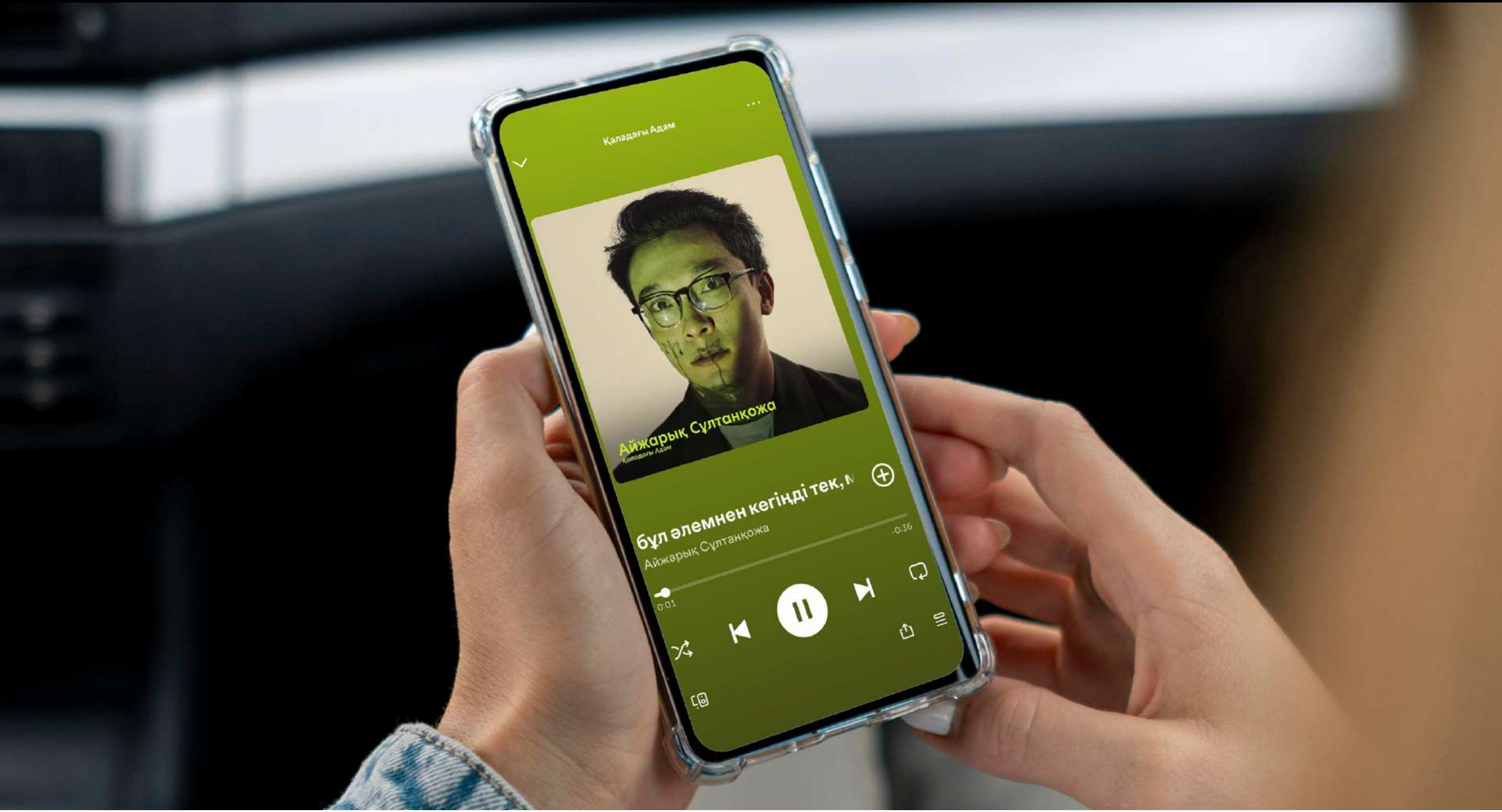
Using the ride itself as an unexpected media channel

CATEGORY CONTEXT

Ride-hailing campaigns usually rely on media outside the service experience: digital ads, outdoor, social content, influencers and performance channels.

MEDIA CHALLENGE

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



MEDIA OPPORTUNITY

The ride itself was an underused owned touchpoint. Passengers are already present, seated, moving through the city and naturally open to listening.

CAMPAIGN TASK

Use a single medium — the inDrive car / ride experience — in a non-standard way, turning it into a moving audio channel for contemporary Kazakh poetry.

KPIS

Build reach and engagement around the media idea. Create audience resonance through an unexpected ride experience. Support growth in rides and orders during the campaign period.

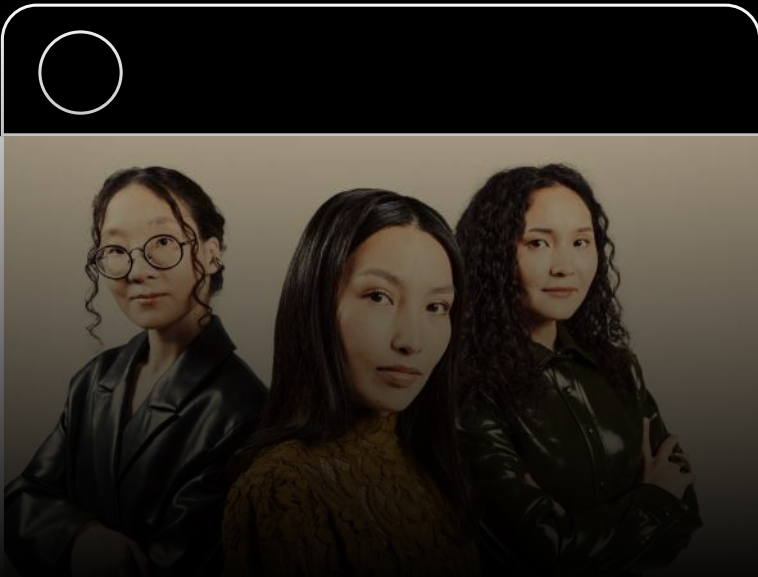
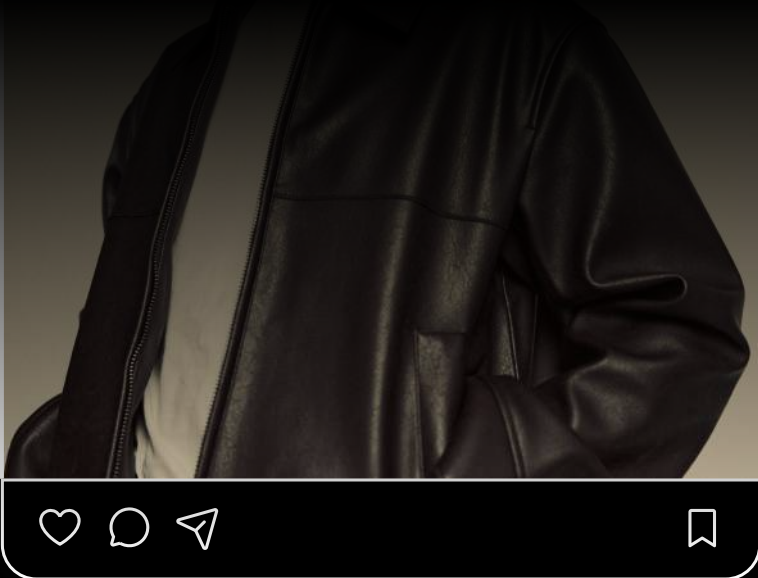
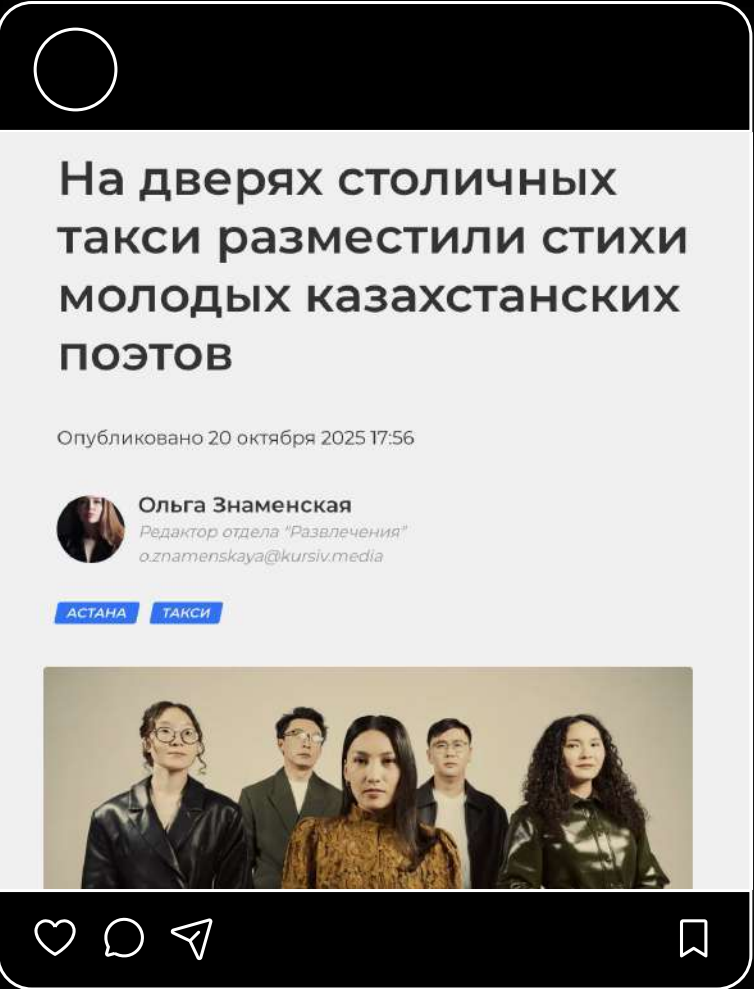
The goal was not to place the campaign in media around the journey. The goal was to make the journey the media.

THE RIDE BECAME THE MEDIA

How inDrive turned an owned service moment into a moving audio channel

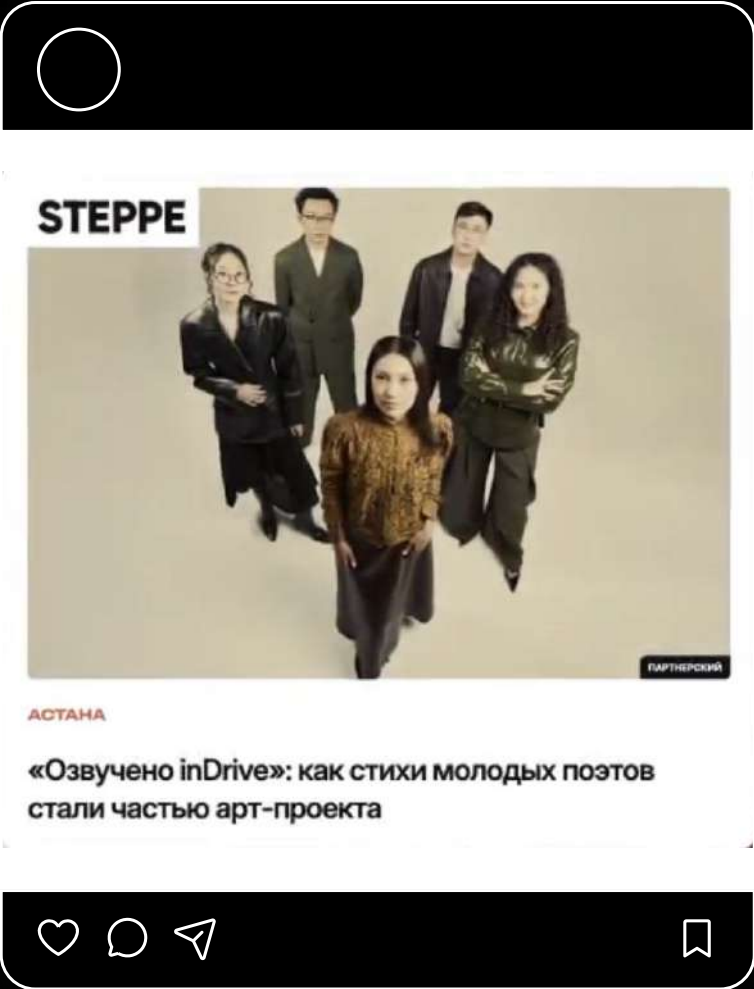
THE CREATIVE LEAP

Instead of treating the ride as only the product experience, inDrive turned it into the campaign’s main media channel.



THE IDEA

Use the car / ride experience as a moving audio channel for contemporary Kazakh poetry, allowing passengers to hear the city’s culture while moving through it.



THE SINGLE MEDIUM

The inDrive car became the media space. The passenger journey became the placement. The ride became the listening moment.

WHY IT WORKED

Unlike standard media placements, the ride created a focused and intimate environment: passengers were already inside the experience, already attentive and naturally open to listening.

The campaign did not interrupt the journey. It transformed the journey into the media.

TURNING CARS INTO MOVING AUDIO MEDIA

How the single medium worked across the passenger journey

OWNED MEDIA TOUCHPOINT

The campaign used branded inDrive cars as the core media space — turning a service touchpoint into a communication channel



CONTENT CREATION

Young Kazakh poets created and recorded original works inspired by Astana. Their own voices made the experience authentic, intimate and emotionally close.

One medium carried the whole idea: the inDrive ride became the place where people could listen, feel and remember the brand.

PASSENGER EXPERIENCE

During the ride, passengers could hear original Kazakh poetry while moving through Astana, creating a direct connection between the city, the route and the audio content.



MEDIA EXTENSION

The same recordings were released on major music platforms, allowing the campaign to travel beyond the car while keeping audio as the central medium.

ONE MEDIA IDEA THAT TRAVELLED BEYOND THE RIDE

MEDIA IMPACT

What started inside branded inDrive cars extended beyond the passenger journey through major music platforms, giving people the chance to replay, share and return to the audio experience.

Voiced by inDrive proved that an owned service moment could become a powerful media channel.

MEDIA REACH AND ENGAGEMENT

20M+

views

647K

PR reach

16 500

interactions

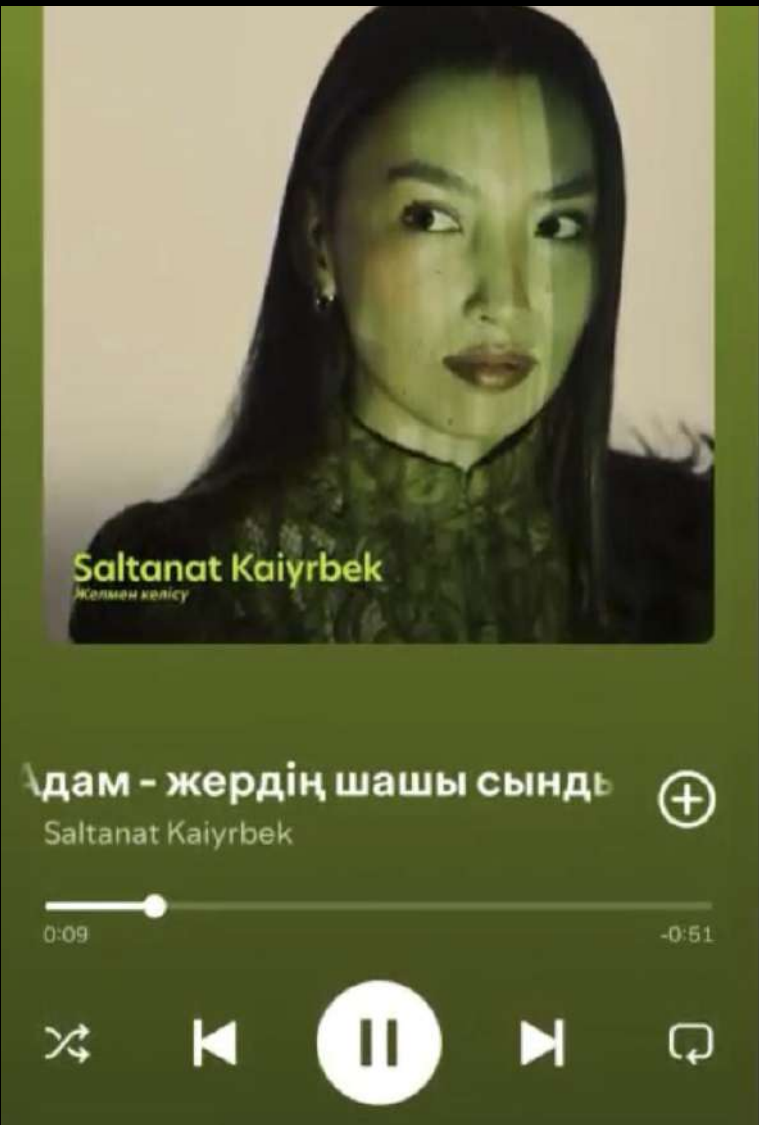
MEDIA EFFICIENCY

\$0.5

CPVM

\$0.7

CPE



BUSINESS IMPACT

+18%

Active passengers

+31%

Orders

+19%

New passengers

+34%

Rides

WHY IT MATTERED

The campaign used a single medium in a non-standard way: it turned the ride itself into the channel, the passenger journey into the placement, and the act of listening into the brand experience

inDrive did not just buy media around the ride.
It made the ride the media.

