

VOICED BY INDRIVE

In Kazakhstan, inDrive is part of everyday mobility culture. But ride-hailing communication is often limited to functional messages: price, speed 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 simply use culture as a theme. It gave contemporary Kazakh poetry a new everyday platform — and turned cultural relevance into measurable brand impact.



CULTURAL CODE

Kazakh poetry and oral storytelling are powerful parts of national identity — emotional, human and deeply rooted in local culture.

INSIGHT

Poetry is respected, but not always present in modern daily life. People may not always go to poetry — but poetry can come to them.

IDEA

Voiced by inDrive turned branded inDrive cars into moving listening spaces, bringing contemporary Kazakh poetry into everyday rides.

EXECUTION

Young Kazakh poets created and recorded works inspired by Astana. Their voices lived inside the ride experience and across major music platforms, extending the project beyond the car.

CONTEXT AND TASK

A cultural idea built to solve a brand challenge

MARKET CONTEXT

Kazakhstan is one of inDrive’s most meaningful markets, where the brand is already part of everyday mobility culture. But in ride-hailing, brands often compete through functional messages: price, speed, availability and convenience. To strengthen preference, inDrive needed to create a deeper emotional connection with people.

CULTURAL CONTEXT

Kazakhstan has a rich tradition of poetry, voice and oral storytelling. Yet in modern urban life, poetry often stays outside everyday media habits — respected, but not always actively experienced.

KPIS

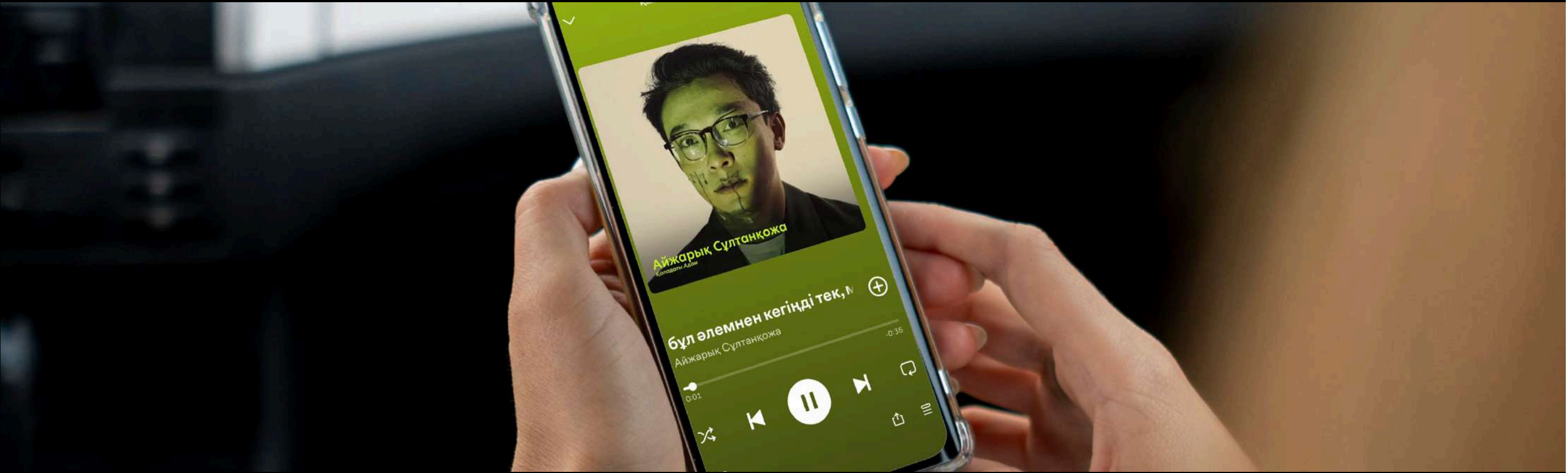
- Build reach and engagement around the cultural idea
- Strengthen brand relevance in Kazakhstan
- Support growth in rides and orders during the campaign period

BRAND TASK

Use a meaningful local cultural code to make inDrive feel closer, more human and more rooted in Kazakhstan’s culture.

CAMPAIGN TASK

Turn an ordinary ride into a memorable brand experience that could create emotional attention, cultural resonance and measurable business impact.



The goal was not to advertise poetry. The goal was to use poetry as a cultural bridge between the brand and people’s everyday journeys.

MARKETING & CREATIVE EFFECTIVENESS. CULTURAL CODES & INSIGHTS

THE INSIGHT

**People may not always
seek out poetry. But
poetry can meet them
where they already are.**

If people move through the city with inDrive,
they can also hear its culture through inDrive.



CULTURAL INSIGHT

Kazakh culture has always had a voice.
The challenge was to make it heard today.

CULTURAL TRUTH

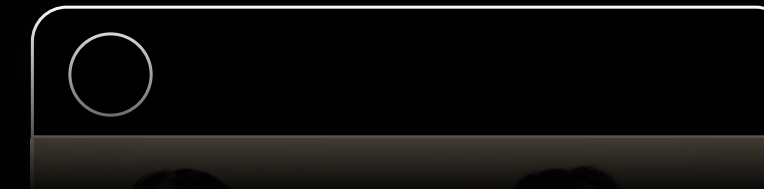
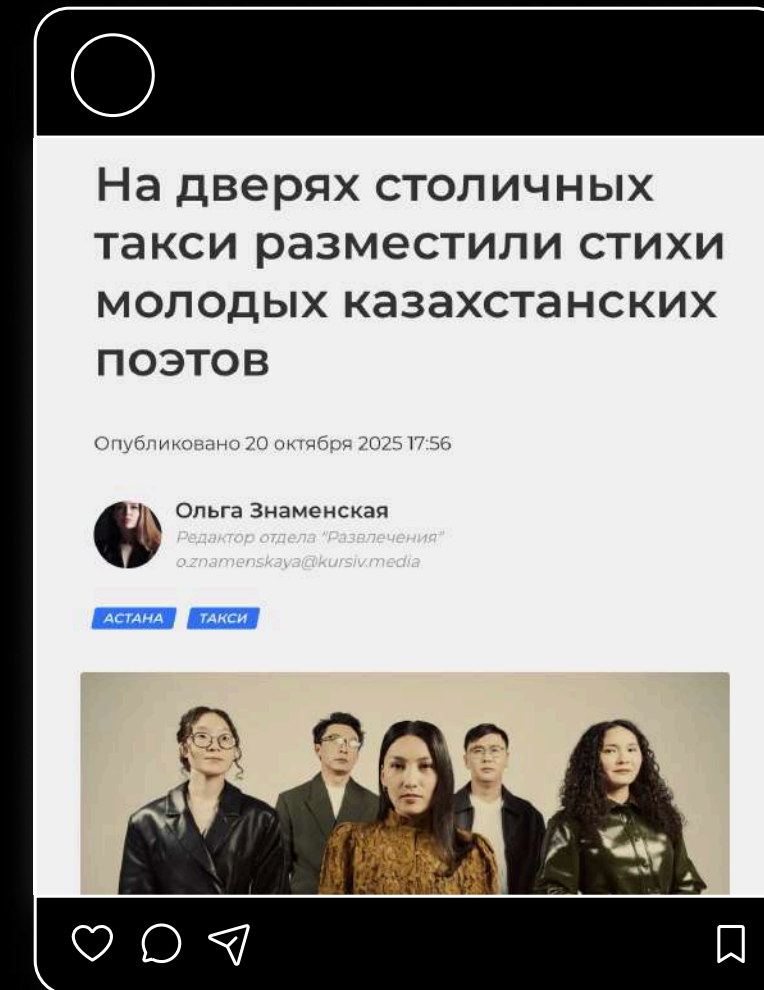
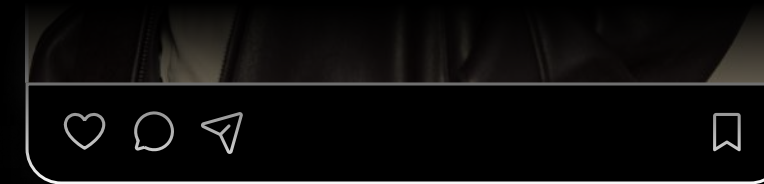
Poetry and oral storytelling are deeply rooted in Kazakh identity. They carry emotion, memory, language and a sense of place.

MODERN TENSION

For many people, especially younger urban audiences, poetry is respected — but often feels distant from everyday life. It lives in books, schools, cultural events or formal spaces, not in daily media behavior.

BRAND OPPORTUNITY

inDrive is present in a natural everyday moment: the ride. A ride is a pause between places — a time when people listen, think, look at the city and experience movement. That made the ride the perfect space to bring Kazakh poetry back into daily life in a modern, intimate and accessible way.



FROM RIDE-HAILING TO CULTURAL LISTENING SPACE

How inDrive turned an everyday journey into a new way to experience Kazakh poetry.

THE IDEA

Create an audio-led cultural campaign that brings contemporary Kazakh poetry into the ride experience.



WHY IT FIT THE BRAND

inDrive is part of how people move through the city. Voiced by inDrive made the brand part of how people hear and feel the city.

HOW IT WORKED

inDrive invited young Kazakh poets to create and record original works inspired by Astana — in their own voices.

These recordings were placed inside branded inDrive cars, turning ordinary rides into intimate listening spaces where passengers could experience poetry as part of their daily journey.

The project also lived beyond the car: the poems were released on major music platforms, making them accessible to wider audiences and preserving the campaign as a modern cultural audio collection.

If people move through the city with inDrive, they can also hear the city through inDrive.

CULTURAL RELEVANCE BECAME MEASURABLE IMPACT

Voiced by inDrive proved that a locally rooted cultural idea could drive both audience resonance and business growth.

CULTURAL RESONANCE

20M+

views

647K

PR reach

PASSENGER GROWTH

+18%

Active passengers

BUSINESS IMPACT

+31%

Orders

CULTURAL OUTPUT

Beyond campaign metrics, Voiced by inDrive created a lasting audio collection of contemporary Kazakh poetry, released across major music platforms and preserved in the poets' own voices.

16 500

interactions

+19%

New passengers

+34%

Rides

WHY IT MATTERED

The campaign did not simply use culture as a theme. It gave Kazakh poetry a new everyday platform — and turned inDrive's role in daily mobility into a deeper emotional connection with people in Kazakhstan.

A ride became more than a route. It became a way to hear the culture of the city.

