

Brand: appyparking

Sector: Automotive

Primary Objective: Awareness

Formats used: Search

Background and Overview:

AppyParking Smart City Parking solution was specifically designed to help those who need to park, whilst providing a powerful kerbside management tool for local authorities to better manage and optimise their assets.

The project required close collaboration with two authorities - Harrogate Borough Council, responsible for the operation of off-street parking, and North Yorkshire County Council, the Highways Authority and responsible for the provision of on-street parking.

What was the role of digital within the media mix?

In launching the parking aid, AppyParking wanted to drive awareness and cost-effective app downloads, specifically to customers in the Harrogate area. Publicis launched ads across Facebook, Instagram and Google Search, geo-targeted specifically to Harrogate and the surrounding areas.

Results / Achievements:

930 app installs were delivered at a cost of £2 on Facebook and £3 on Google Search.

What was the killer headline?

AppyParking massively expanded their user base for the price of a parking space

