



# 0-EELARVEGA KAMPAANIA KAHEKORDISTAB BARKINGU ÄPI ALLALAADIMISTE ARVU!

0-Budget Marketing Communications Campaign for raising the brand awareness of a parking app, called Barking

Agency: META Advisory Group, communication agency

Category: PR

Project team from Agency's side: Ann Hiimaa, Henri Arras

## STORY BEGINS

Barking is an innovative parking app that has a relatively spectacular goal, their aim is to revolutionize the parking market. The app connects drivers with anyone who has a space going spare, even for just couple of hours per day. The company has already had significant success - they've expanded the total parking spots in Tallinn, the capital of Estonia by 30%. Unfortunately the brand awareness is still relatively low. Many people don't know that there is an app offering prime parking locations and opportunity to earn extra money. As a result most of the parking lots are empty. Our job was to make the invisible app visible.

## BUDGET: 0



## CHALLENGE

Parking is always a hot topic, especially when the parking fees are extremely high and there's a lack of parking spots in good locations. However, people are the victims of their habits. How should an innovative parking app raise its brand awareness and get into the minds of the car and parking lot owners with 0-budget?

## OBJECTIVES

The campaign had mainly 3 objectives:

1. During last December the number of downloads of the Barking app dropped to 672 due to Christmas buzz. To avoid the same issue in 2016 and raise brand awareness and the amount of app downloads the Barking team approached Meta Advisory for a media campaign. The target was to get at least 1000 downloads. The number requested was high and at the same time the awareness of the brand was low.
2. Other objective of the campaign was to create as much buzz as possible and be covered by as many news outlets. As a start-up they couldn't afford an expensive marketing or PR-campaign, therefore they had to have a different approach.
3. Another objective was to show the ability to turn the landlords into parking operators themselves, let them earn money and open a whole new range of parking lots in various locations. The target audience were car owners and the owners of parking lots. Including the public sector and government.



## STRATEGY

We chose to create and implement an integrated marketing communications campaign in order to tackle the challenge of the client, the elements of which were traditional media relations, social media support and advertising. Since we had 0-budget, we had to find an innovative way to get the attention of media. As the app connects drivers with anyone who has a space going spare we put the focus on public sector, e. g a government which owns some of the best parking lots in the city centre. As a bonus, the parking lots remain empty on the weekends and after working hours. We calculated how much the government would earn if they would start to cooperate with the parking app and it was 1 million euros in two years' time. We focused our campaign on the idea how the government has a superb opportunity to earn money but they aren't using it.

## IMPLEMENTATION



**INTEGRATED PR CAMPAIGN** - Covering all major Estonian news and lifestyle media, from online and print to radio, using a mix of traditional media relation tools: press releases, topic offerings and interviews.

**SOCIAL MEDIA** - We demonstrated that a parking app makes a gift to the Estonian government (Christmas period). We created

boxes which visually looked like Christmas presents and made pictures in front of the best located parking lots. The picture featured the amount of money the institution could earn per year. In the end we asked rhetorically - "oh, what could one do with this amount of money?" We added the same pictures to the press releases.

## OUT OF BOX IDEAS

**A)** As many people still hadn't used or even heard about the parking app called Barking, we brought yellow old-school cars (Moskvitches) next to parking lots in key locations.

**B)** We addressed the problem by finding people who had had problems with parking and they wrote reader letters to the editors of newspaper. As the problem was risen, the articles created a lot of buzz and discussion. After the problem articles were published we shared the news on our Facebook site and stated that Barking helps to solve the problem of expensive parking! We let them discuss about how parking has become ridiculously expensive and then sponsored our posts on social media, to show them that there is an alternative called Barking.

**C)** We found newsworthy items regarding Barking and brought out some of the famous people who had invested in parking app. We wrote an article about an investment banker who had invested only into two start-ups and one of them was Barking.



## RESULTS

- Highly visible media campaign with 0-costs
  - The number of app downloads was nearly doubled.
- In December 2015, Barking had 672 downloads and in December 2016 they had 1210 app downloads
- The representatives of the government understood the opportunity to earn money and started negotiations with the Barking team

The discussion over the expensiveness of parking was raised and used successfully. Estonian most popular tech radio show "Digitund" (Digital Hour) stated that they would give us "The award for the cleverest campaign in 2016."

## COST-EFFECTIVENESS

We and the Client consider the campaign to have been very cost effective, taking into account the results were achieved in 0-budget and it all resulted with successful negotiations with the government so that the startup could expand their business.

## CREATIVITY

If a person sees that it's government is "wasting" money he feels automatically touched. The core creative idea of the campaign was to address the government and showing by the help of public sector the ability to turn the landlords into parking operators themselves, let them earn money and open a whole new range of parking lots in various locations. There hasn't been yet a campaign whereby a startup-business addresses public sector to start a cooperation in this manner.



**"The award for the cleverest campaign in 2016."** DIGITUND, 2016



## DOCUMENTED RESULTS

### Idufirma pöördumine Eesti riigi poole: ärme lase 500 000 eurot aastas tulde!

05. detsember 2016 09:40

Mullu Eesti parimaks E-teenuseks valitud idufirma Barking pakub Tallinnas ja Tartus asuvatele riigiettevõtetele võimalust teenida ilma ühegi lisakuluta pool miljonit eurot aastas, rentides välja parkimiskohti, mis tööpäevadel või pärast tööpäevi tühjalt seisavad.



Foto: Barking

Barking on 2015. aastal loodud mobiilirakendus, millega autojuhtidel avaneb võimalus parkida seni avalikkusele suletud olnud parkimiskohtadele, nagu erinevate asutuste parklad, korteriühistute parklad ja eraparklad.



### Millistesse idufirmadesse on investeerinud Rain Lõhmus?

