

A photograph of a smiling woman with long braids and a man wearing a bright green motorcycle helmet. The man is wearing a dark blue t-shirt with a red and white logo and the word "ORide" on it. They are outdoors with a blurred green background. The text "Ride to your dreams" is overlaid in a light green font.

Ride to your dreams

ORide social media marketing campaign

Service: ORide

A online motorbike ride-hailing service that runs in Lagos and Ibadan

Unique Selling Point

- ORide is a solution to the issue of heavy traffic in the state
- Subscribers get discounts when they pay using Opay application (hence reducing cost)
- Relative safety as the drivers are well trained

Media Strategy

This campaign seeks to use the stories of how ORide helps to ease the struggles (hustle) of the everyday man.

Audience research shows that transportation is key the everyday hustle of the average man in Lagos and Ibadan. Speed, price and safety are the three things most important to the common man on the street.

For the rich, sometimes situation beyond one's control can put one in a state of desperation. Here ORide can be proffered as an emergency alternative or a solution to problems the rich never thought he had.

Social Media Tools

Instagram

Facebook

Twitter

Other Online Tools

Blogs

Pop ups on app

Short Youtube videos

Content for Instagram Ad

Deadline ad

Video:

Model 1: Young man (mid twenties) walks into the scene with his camera, taking shots of others in the scene

Narrator: Seyi Ajami is a student photographer who takes pictures to finance himself through school.

Model 1: Looks at his wristwatch, is shocked at the time and begins to pace about

Narrator: He sometimes has deadlines to meet as there could be multiple photoshoots in one day.

Model: Picks his phone, opens his OPay app and books a ride

Narrator: ORide keeps him ahead of every deadline and keeps him a step closer to achieving his dreams

Announcer: ORide... Ride to your dreams

Content for Instagram Ad

Miss your wedding ad

Video:

Model 1,2, 3, 4 and 5: A young man is dressed in Tux with his friends all set for his wedding

They enter into two sleek Rangerovers on the way to the venue, but are stuck in a terrible gridlock somewhere in the middle of the town

The groom and friends make frantic calls to the wife and friends who were already at the venue until one of them advises, "use ORide"

The groom picks his phone and books a ride which to the surprise of the friends arrived almost immediately and leaves with his bestman

Other men in suit also pick their phones and book a ride, leaving the drivers alone with the vehicles

Groom arrives at the venue just in time to say his vows and kiss the bride

Announcer: ORide... Ride to your dreams

Content for Instagram Ad

Better Tailor ad

Video:

Model 1: A young woman fixes up and sewing machine and cuts clothes to sew in them. She put the pieces together until it becomes a nice full gown. Then she irons it, packs it and pulls out her phone to book a ride on ORide.

Voice over: A good tailor is one that sews beautiful clothes that everyone compliments the client when he or she puts it on. A good tailor is one whose stitches remain intact even when it is pulled and pulled. Most importantly, a good tailor is one that delivers clothes in time.

We know that time is Precious, and we'd help you keep to it

Announcer: ORide... Ride to your dreams

Content for Instagram, Facebook

Graphics design:

Background picture of a man riding a motorcycle with a green helmet and carrying a lady with him also with a green helmet on:

In the pursuit of our dreams, time is integral.

Lets help you keep to time...

ORide; ride to your dreams

Content for Instagram, Facebook

Graphics: show a picture of a Passenger on a bike, half his face is the normal black man, the other half is Captain America

Be the hero, save the day...

Be there on time

ORide; ride to your dreams

Content for Instagram, Facebook, Twitter

Graphics: Vehicles, Cars, Buses, trucks all blurred in the background with a bike riding over the images.

Slow and steady is good,

Fast and Efficient is better

ORide, Ride to your dreams

Content for Instagram, Facebook, Twitter

Game of thrones ad

Video:

Opens to a man dressed in suit describing the city of Lagos as the images of what he describes show up around him.

Model: I live in a peculiar city, lots of businesses, entrepreneurs, skyscrapers, hangout spots. There is only one problem, **TRAFFIC**

He picks out his phone, books a ride and in no time is on a bike with a well dressed OPay rider

Model: and what do we say to god of Traffic?

Not Today

Content for Twitter

What do we say to the God of Traffic?

Not Today!

#Oride

#RideToYourDreams

Content for Twitter

Need to move around town for an emergency?

Use ORide

#Oride

#RideToYourDreams

Content for Twitter

Don't hold up on that dream

Don't linger on that opportunity

Pursue it now

#Oride

#RideToYourDreams

Other Online tools

Here the goal is to inform the audience about promos or updates about the service while at the same time maintaining the fact that ORide helps to keep people working towards their dreams

Content for Blogs

Sponsored Article: Headlines

Here's how you can improve delivery for your business in Lagos

Save money and time with new transport system

Content for blogs

Ads: These would be the graphics ads already described above. They may require a little tweaking to fit the specification of the blog though.

Content for Blogs

Ads:

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Content for Blogs

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In the pursuit of our dreams, time is integral.

Lets help you keep to time...

ORide; ride to your dreams

Pop ups on app

A .gif image with a bike riding past and the words Oride; ride to your dreams

Short Youtube Videos

- Game of throne ad
- Better Tailor ad
- Miss your wedding ad

“The best ad campaigns are those that every ads is better than the previous”

This can only be done through constant evaluation of the audience needs and reaction to the previous ads.

I believe that consistent evaluation of the tools used and feedback from audience would determine tweaks to be made either to copy or to media. Hence nothing here may stay the way it is. The goal remains to tell a story that aligns with the average man's story to get him to subscribe to ORide.

Thanks for Following



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