



Communication Plan 2021

Proposal by Be—it Agency
March 2021



Communications Approach

- Provide **comprehensive communications** in order to build brand awareness;
- Communications should be **systematic and stable**;
- **The press office is the basis** for communications. However, integrated communications and **creative approach** are valuable;
- Proactively communicate with all audiences — users, drivers, partners for engaging and building **long-term relationships**;
- Connect **online** opportunities with the **offline** experience.

Target audience



Users



Partners



Drivers

Case 1



Objective:

Create a strong narrative that people can not only use BlaBlaCar for carpool (as passengers or drivers) but also find and purchase bus tickets online from official bus carriers.



Expected Result:

High number of clippings in top-tier and regional media, high media coverage.



Communications Activities Calendar

	Potential coverage, 3 month	May	June	July	August	September	October	November	December
Integrated campaigns	> 500 000 contacts	🔥 there will be what you choose 🔥					wave 2		
Traditional media proactive	> 40M (if calculate weekly coverage)	press tour post release full test&try app, new features	infographic Q2: app data analytics	interview: results of marketplace restructuring - tbd	press release	infographic Q3		interview	infographic Q4
New media	> 220 000	TG-channels news promo	collabs with Instagram publics (f.ex. In Ukraine We Don't Say), podcast integration		+	+	+	+	+
Media relations	> 200 000	review	review	review	review	review	review	review	review
Social media support	promo to reach the audience we want > 500 000 tbd	users engagement	users engagement	users engagement	+	+	+	+	+
Team support	👉	press kit preparation + media list + Q&A refresh	media list (+ regional) elaboration + crisis management support	media list (+ regional) elaboration + crisis management support	+	+	+	+	+

PRESS TOUR

Idea:

Share with the media the first results of combining carpooling and bus offers on one platform in the **new BlaBlaCar format** — **right on the bus!**



#WeAreInTheSamebus



Execution:

Arrange a press tour with journalists using BlaBlaCar Bus for the new opening of Kyiv. During the road, journalists will be able to communicate with speakers, test the new capabilities of BlaBlaCar and get the best excursion with a famous “manager of the city” [Bevzenko Yulia](#).

Good bonus:

We also invite regional media and organize logistics by using BlaBlaCar for testing bus option.

Additional option:

The route of the press tour can also go from point A to point B. Ex: Kyiv to Chernihiv.



TEST & TRY

Idea:

Organize the full test & try of the application for discovering all the opportunities and features including new one — bus trip.

Execution:

Answer these questions and talk about the BlaBlaCar platform's, we prepare the material with [Sasha Lyapota](#) — Ukrainian traveler and photographer, and author of the YouTube channel "[It's a good trip](#)" (280k followers), and the owner of digital media [Keddr.com](#). As a result, we have an extended article on Keddr.com and fun videos on social networks.

Besides, we can involve to test & try activities bloggers who are keen on traveling — [Orest Murii](#) and [Liubov Obushchak](#) and receive coverage on their social media.

#аЯкщо

what if Sasha will meet lots of interesting people in the BlaBlaCar?

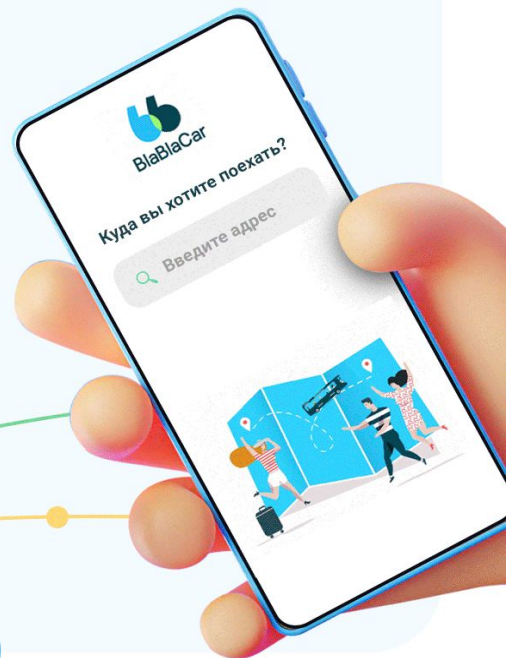
#WhatIf



what if I wanna be with pet?



what if I get a bicycle on a trip?



NEW MEDIA

INSTAGRAM + TELEGRAM CHANNELS + PODCASTS = 🔥 🔥 🔥

INSTAGRAM.

Integrations into cool insta publics for igniting conversations with audiences using in their own "language"

[Gus Brand](#) (53.2k + FB 177k) — a popular character in online comics and memes, authored by illustrator Nadiya Kushnir.

[In Ukraine we don't say](#) (107k) — a popular meme in the Ukrainian segment of the Internet. Each meme tells about a particular situation, tradition or image from the life of Ukrainians, which is played with the words "In Ukraine we don't say" ... "we say" ... "and i think that's beautiful".

TELEGRAM. Integrations into famous TG channels for seeding hot news among the right audiences

[Veter Doit](#) — multichannel travel media, TG (151k) + news site (monthly coverage 100k)

[LowCostUA](#) — (128k)

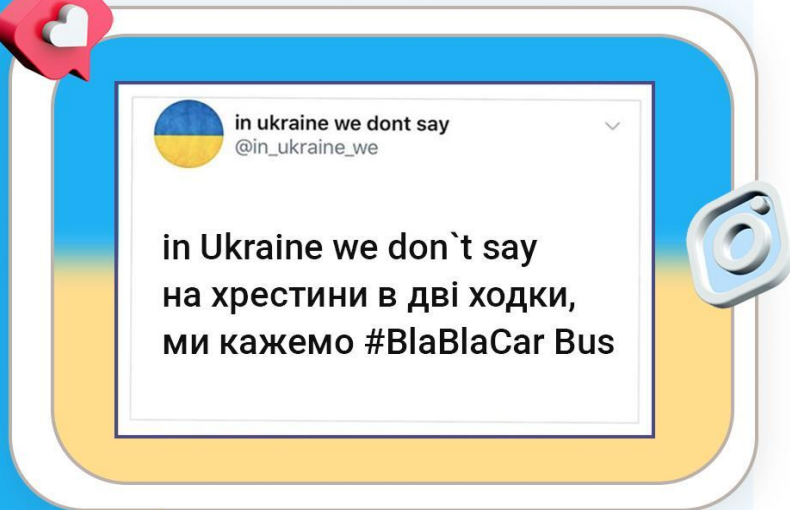
[Discover Ukraine](#) — (7k)

[Trip My Dream](#) — (123k)

[Vse Putyom](#) — (43k)

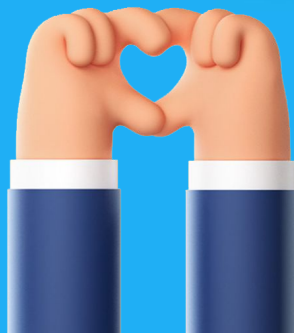
[Omriyana](#) — (4k)

BE
IT



PODCASTS.

Integrations into podcast where our niche audience listen story on the go, so they never rewind the soundtrack or skip ads.



VISION 30/30

BlaBlaCar's mission is to celebrate the 30th Anniversary of Ukraine's Independence.

Our journey aims to show **30 places** having **unexpected** historical significance for **30 years of Ukraine's independence**. We will travel to discover our country's history from a fresh perspective and in a fresh way for sharing new experiences with everyone!

Let the heroes of the campaign make a random choice of the city as part of the journey (just in the BlaBlaCar app without a prepared list of places)! Or add an element of the game — to get to each next point by some specific time. Ex: in Nikopol (the place where Khmelnytskyi was elected hetman of Ukraine), they need to arrive at lunchtime, since this historical event took place afternoon. Thus, we will show the coverage and opportunities of the bus service. There will be heroes of the campaign:

- **"The Ukraïner"** — the most popular Ukrainian media project devoted to multiculturalism and domestic travel, joins for making a historical summary of the unexpected places to be and interviews of the local people for deeper discovering **фТВ** creating "live" content.
- **Nazar Dorosh**, the top-viewed Ukrainian videographer, joins in shooting a new viral video of discovering Ukraine.
- **Yurii Marchenko**, the journalist, **"Wild Travel"** podcast and radio program author at **Novoye Vremya**, joins the expedition to create the best audio content.
- **BlaBlaCar Bus as a hero who makes the journey possible!**



Nazar Dorosh (YT - 26.8k)

and **Taras Bilka** (YT - 11.6k)

videographers and travelers, who make impressive videos about ukrainian places.

Potential coverage: 5M+

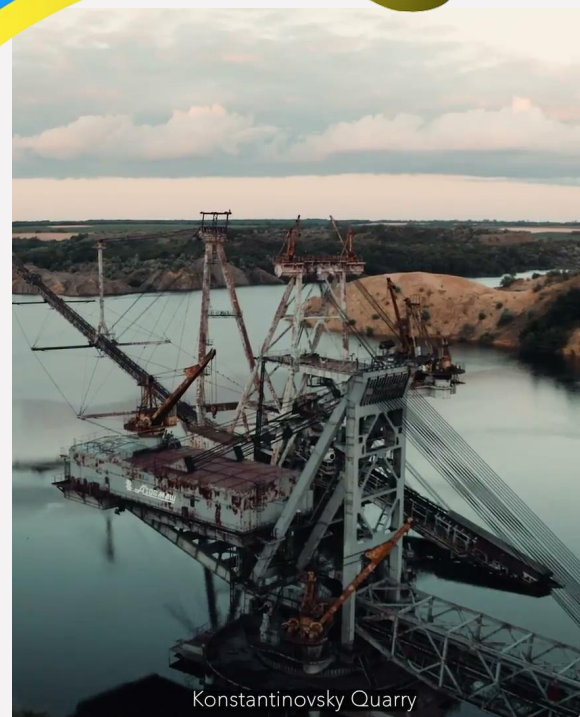
General interest media

Social Media (YT, Instagram, TG-channel)

Regional media

Podcast "Wild Travels"

Own "The Ukrainer" medias



Konstantinovskiy Quarry

INTEGRATED CAMPAIGNS #2

CUT THE DISTANCE

Traveling becomes much easier with **BlaBlaCar**. Just enough to open the application. Choose a place & time. And go. Bus timetables are more convenient than trains and buses run faster. A bus can take you to any place, not just to the airport of a large city, like an airplane. You just need to decide where you want to get and when you want to be there. **Tap-tap and you're there.**

*Ex: You are waiting for a bus to get to work, but it could be in the Zatoka in six hours. **BlaBlaCar Bus**
Ти чекаєш на автобус до роботи, а міг би за шість годин бути в Затоці. **BlaBlaCar Bus***

*Ex: Are you hurry to get to work? But it could be see the sunrise in Odesa! **BlaBlaCar Bus**
Поспішаєш на роботу? А міг би зустріти світанок в Одесі! **BlaBlaCar Bus***

What can be a better opportunity for you?

The opportunities for all your friends:

*Ex: Too many buddies for **BlaBlaCar**? That is why there is **BlaBlaCar Bus**. **BlaBlaCar Bus**
Завелика тусовка для **BlaBlaCar**? Шукай **BlaBlaCar Bus**! **BlaBlaCar Bus***

We put advertisements with the QR-code about "**BlaBlaCar Bus**" on bus stops, asphalt, parks points etc. in the cities. And the same adds on the Internet with promotion at the right time: early morning, lunch time, on the way home.

Potential coverage:

*Influencers` social media, own social media > 600K
OOH adv - depends on investments*



Vloggers and comedians:

Bushe8: Instagram 1.3, TT 793K

Viktoriia Mare: Instagram: 580K,

Anton Murafa: Instagram 270K, TT 653.2K

Nastya Eliseeva: Instagram 188K,

Taller: Instagram 199K, TT 20.3K

Anton Skuratov: Instagram 137K, TT 410K

VIDEO

1. We reproduce advertisement messages into fan videos with 2-3 influencers. For example, he stands at a bus stop and waits for a bus for work and can only dream about reaching Odessa. The application cuts the distance to his dream. WOW, it is so easy to buy a ticket.
2. Influencers will involve people in sharing stories from boring places they want to escape quickly. #CutTheDistance with #BlaBlaCar. Among all who shared the stories, BlaBlaCar choose for whom to present the tickets to Odessa.



Case 2



Objective:

Show that carpooling is a way of moving to limit the number of contacts with people and will be especially relevant in the post-covenant period.






Expected Result

High number of media mentions, including the new narrative in relevant outlets as well as positive and inspiring coverage.





Communications Activities Calendar

	Potential coverage, 3 month	May	June	July	August	September	October	November	December
Integrated campaigns	> 400 000 contacts	 there will be what you choose 					wave 2		
Traditional media proactive	> 40M (if calculate weekly coverage)	online press event about safety: BlaBlaCar, O LX, Glovo post release	infographic/ press-releases: 10 mln users, what Ukrainians choose	interview: What do we do for users safety and why?	press release	infographic Q3		interview	infographic Q4
Regular columns (Media + Social media)	> 200 000	#BlaBlaTalk 1st edition	#BlaBlaTalk 2nd edition	#BlaBlaTalk 3rd edition					
Traditional media reactive	> 200 000	TG-channels news promo	collabs with Instagram publics (f.ex. In Ukraine We Don't Say)		TBD contest				
Media relations	> 100 000	review	review	review	review	review	review	review	review
Social media support	promo to reach the audience we want > 500 000 tbd	users engagement	users engagement	users engagement	+	+	+	+	+
Team support		press kit	media list	media list	+	+	+	+	+

PRESS EVENT

SAFETY FIRST!

Online press event about safety: BlaBlaCar + OLX + Glovo

As a marketplace player, we arrange a discussion about dealing with safety issues we face. To expand expertise and attract more media interest, we will invite fellow marketplaces — **Glovo** and **OLX** — to talk about safety in our market's new reality.

BlaBlaCar will tell about its security principles and opportunities for users, drivers, and partners to feel safe with the service.

Possible online platforms:

Clubhouse, Rider Online Platform, Zoom.



#BlaBlaTalksAboutTust

#InSafety

COLUMN

BlaBlaCar is a community that is based on trust.

We will create a monthly column with **BlaBlaCar** users who will share their own stories about trust during the BlaBlaCar journey. It will help to reopen the community and create a **BlaBlaVibe** of trust.

In a fun format, we will discuss with drivers and passengers their own **BlaBlaCar** experience, funny travel stories about trust, personal interests, why they choose **BlaBlaCar**, and what possibilities the service gives to them.



The Village



INTEGRATED CAMPAIGNS #1

It doesn't matter where are you going. It is who is next to you?

BlaBlaCar always guarantees you a **great time** during your journey and something that will remain much longer - **the memories**. But you can get it only if you add trust for **being truly open to new impressions and people..**

To emphasize the **BlaBlaCar community to feel safe**, famous Ukrainian bloggers whose followers trust and know them the most become a part of it. They **announce** in Stories that they are going to a city XX and ask people to find them in the **BlaBlaCar application for sharing a journey with them**.

During the journey, the **blogger**, who becomes a **trusted-driver**, to make the passengers feel at ease starts a warm talk. He discovers who they are and even travels to their hometown. So from a very short "hello" the big story could be born.

On the road, we **record the interviews** where safety and reliability the main topic of discussion. We film their journey with **GoPro** or **Sony** as potential partners.

We can offset our costs by getting partners such as:

- **Car Company** (ex: Winner Ford)
- **GoPro** or **Sony** (mini-camera) — camera name can be shown on the video screens in the bottom left corner
- **Gas stations** — Gas fill-ups, food supplies, etc.
Ex: OKKO, WOG, etc.
- **Cities** — a tour of cities as destinations, things to do, help promote tourism, meet the mayors, etc.
- **Mobile Operator** — **Ex:** KyivStar — 4G for taking questions by mobile phone from followers during the road-trip.

*Potential coverage: 600k+
Influencers' social media
Media
User generated content
BlaBlaCar social media*



ALWAYS A GOOD TIME

influencer options



Why BlaBlaCar?

Victor Rozovoy

Comedian, member of team
"Zagoretska" "Vorobushek"
Ukrainian comedian show
"League of Laugh"



Met love in BlaBlaCar?

Oleksiy Durnev

Fam YT-blogger

Fun with BlaBlaCar

Parting with BlaBlaFriends?



Vasyl Baidak

Comedian, member of team
in Ukrainian comedian show

YOU HAVE QUESTIONS? WE HAVE ANSWERS!

✌️ 1 step. Survey

Let's find out what Ukrainians think about carpooling:

- Motivations of users of the users (financial, ecological, social)
- Barriers of non-users
- Carpooling habits of Ukrainians (e.g. how they choose between carpooling, buses and trains — is it a matter of distance, timings, or anything else) etc.

In partnership with Gradus or OLX

Potential coverage: 12M
BlaBlaCar social media
Media
***supplementary budget for research**



👉 2 step. Content creation

We create content for media (press releases, infographics) and social media on different topics:

For media, e.g.:

- Common barriers to carpooling, and how we break them down
- Carpooling trends, how people choose drivers and passengers, etc
- Carpooling habits of Ukrainians compared to other countries

For social media, e.g.:

Do you know how many Ukrainians prefer a bus to train?

[next stories] 40%!

Do you know how many people do not choose buses because of the risk of plans changing?

[next stories] 80%!

👉 3 step. Community engagement on social media

Posts for **BlaBlaCar** social media to engage our community in conversation.

E.g.: Most Ukrainians who are not carpooling users avoid it because think that they will have to talk to the driver. What was your BlaBlaCar experience? How do you negotiate with other travelers the terms of your trip?

Some people say, that they are afraid of having bad carpooling experience. Share your life hacks for choosing the right journey companion. → followed by the BlaBlaCar post with recommendations on the subject (study profile, read reviews, etc.).

Do you know that you can buy a bus ticket at BlaBla Car?

YES NO



YOU CAN COUNT ON US!

Wherever you are, wherever you go, BlaBlaCar is always there for you.

It's a challenge for a person who needs to get to a remote region.
He/She needs to choose the fastest, cheapest, and safest route.
And all our hero's have the **BlaBlaCar** application.
And, of course, there will be a lot of unexpected challenges on their way
— to meet a sunset near the river, take a photo in front of **Taras Shevchenko's** statue, etc.

During the challenge, our bloggers show our application features and main advantages of the service.
For instance, using **BlaBlaCar**, you contact fewer people. They make a live stream in their Instagram account during a journey. Or we make a YT-video about their challenge.

#It'sAlwaysFunWithBlaBlaCar
#BlaBlaCarIsAlwaysHereForYou

Coverage: 500k+
BlaBlaCar social media
Bloggers' social media



Anton Ptushkin

Most popular
travel-blogger



Evgeniy Taller

TV host, businessman,
creates fun content



Nastya Eliseeva

TV host, businessman,
create fun content

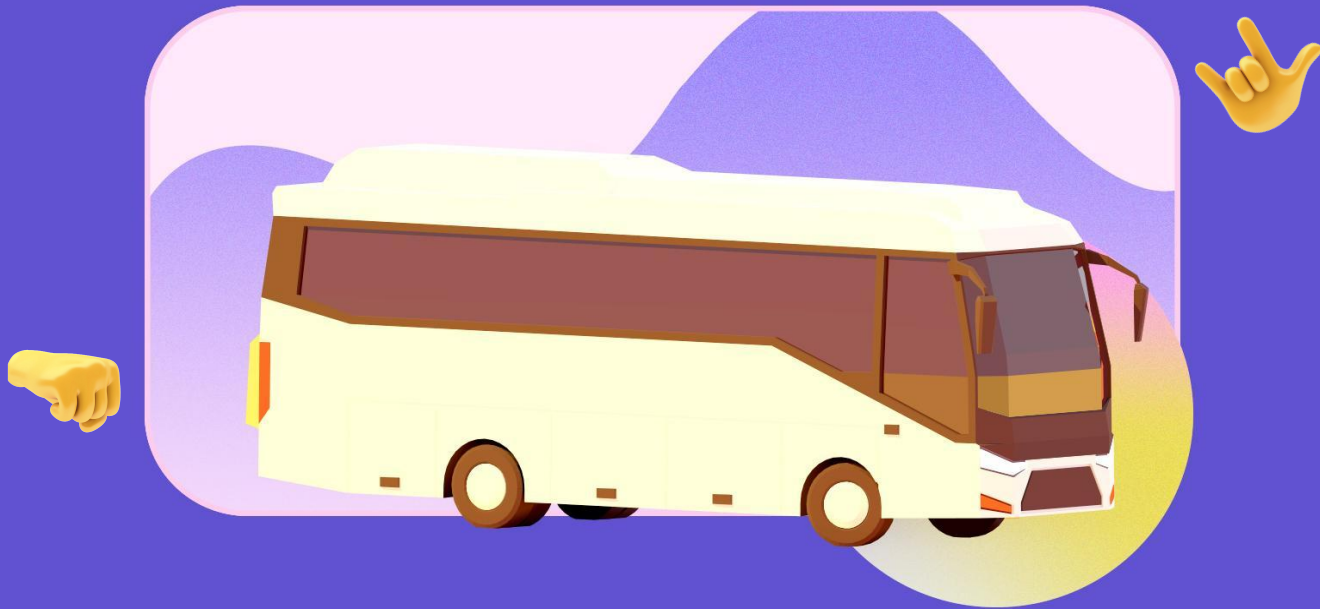
WHAT'S NEXT?

- Beginning of friendship
- Press kit preparation
(info about the company, speakers, service)
- Elaboration of a comprehensive Q&A document
- Media list creation
- Integrated campaign, choosing, and realisation

and much more...



Additional



🔥 **BusCommunity** 🔥



Context

BlaBlaCar in Ukraine has a strong association with the Internet platform for joint traveling by car. For a long-time, people set bus trips against BlaBlaCar.

Let's change this practice.



Insight

Many communities in Ukraine often travel together: sports teams, fans, bands, large groups of students. BlaBlaCar could not offer them traveling together due to a limited number of seats in the cars.

However, thanks to BlaBlaCar Bus, the service can become a symbol of joint traveling for large teams, connected by one idea.



Idea

Break the stereotype that BlaBlaCar is a service for no more than 5 travelers. And to show that from now it's a platform that offers people with common interests traveling together.

Add some personalization and colorfulness by offering to "season" it with local and national context.

There's room for everyone!



Realization



We will show things that previously were impossible to imagine.
For example, a football or handball club, a famous band fan club that goes to a festival,
or the Vervovka Choir — the most famous and the largest ethno-band in Ukraine,
which consists of 150 musicians, travels using the platform.

Ad campaign



ALL ABOARD!

Key

An image of the Veryovka Choir or a football club inside a huge bus.

Buses on BlaBlaCar: There's room for everyone!

Video

Three girls in national clothes sit in chairs and quietly sing
"Unharness The Horses Guys" (National Ukrainian song).

Behind-the-scenes

"The Veryovka Choir goes on tour with BlaBlaCar"
The camera leaves, we see a bus in which
100 choristers are singing.

Behind-the-scenes: "in its entirety".

Video

Троє дівчат у національному одязі сидять у кріслах і тихо співають "Розпрягайте хлопці коней".
Закадровий голос: "Хор Верьовки їде на гастролі через BlaBlaCar".
Камера від'їжджає, бачимо автобус у якому співають усі 100 хористів.

Закадровий: "у повному складі".

Автобусом на BlaBlaCar

By bus with BlaBlaCar

BlaBlaCar Bus

PR Activities



Media

Special projects about touring subcultures and professional groups. Reports on the travelings of fan clubs, sports teams, and music bands by buses in Ukraine. It could be BlaBlaCar bus promos or even Ukrainian documentary roadmovie.



Opinion leaders

The Ukrainian Premier League club's footballer makes a post and points out that their club is going to an away match using the BlaBlaCar service.



Partnership

On the website of the ticket operator Concert.ua or football clubs' websites, we should place bus tickets reservations via **BlaBlaCar** as the most convenient way to get to the venue. At the same time, one of the buses will be the bus of the team itself with several accessible seats. So fans will unexpectedly find themselves in the company of their icons.



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