



1958 2018  
60<sup>th</sup> anniversary

# EPA AWARDS 2019

▶ MARKETING & COMMUNICATIONS

 Interparking



*A stakeholder  
of the city of yesterday*

*A strategic partner  
for the city of tomorrow*

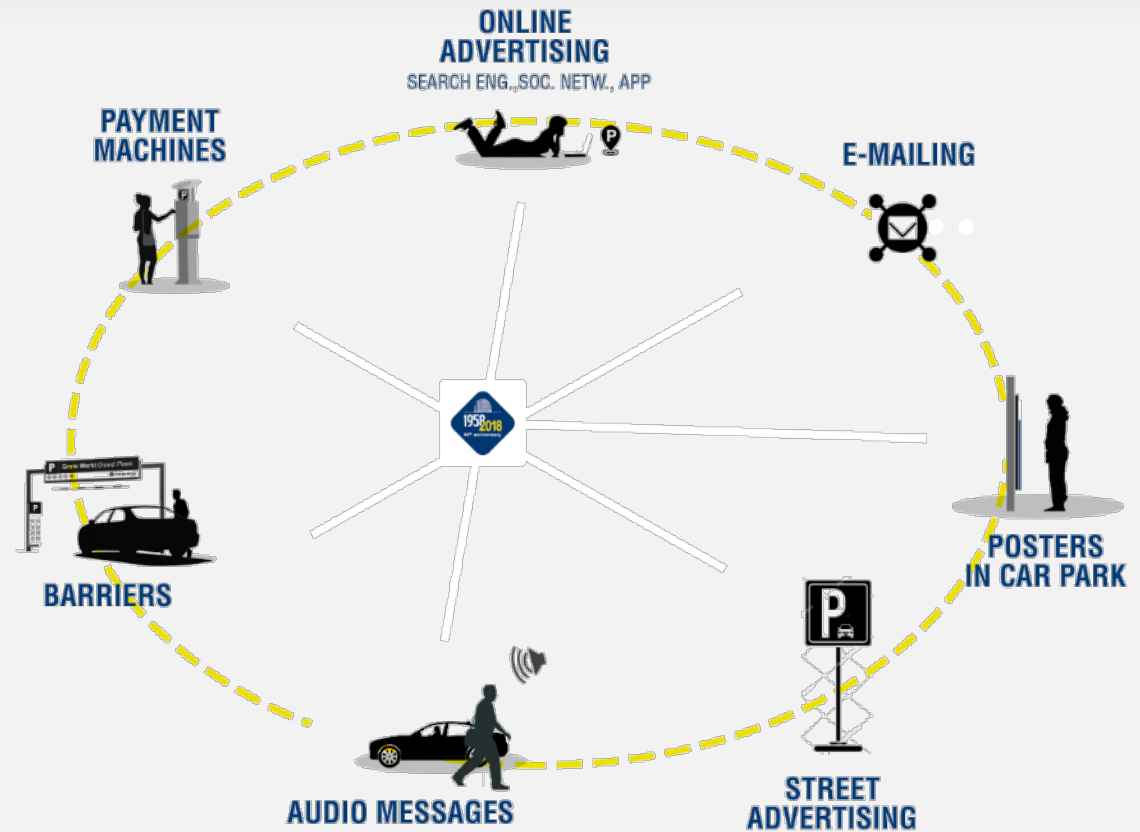


## GOALS OF THE CAMPAIGN

- ▶ **AWARENESS INTERPARKING**
  - CREATE AWARENESS ABOUT THE INTERPARKING NETWORK IN 9 COUNTRIES.
- ▶ **CREATE ENGAGEMENT**
  - TAKE PART IN THE CONTEST
- ▶ **AWARENESS PRODUCTS**
  - PRESENT THE NEW DIGITAL PRODUCTS AVAILABLE
- ▶ **CUSTOMER LOYALTY**
  - REGISTER TO THE E-NEWS
  - ORDER A PCARD



# TOUCHPOINTS (INSIDE & OUTSIDE THE CARPARKS)

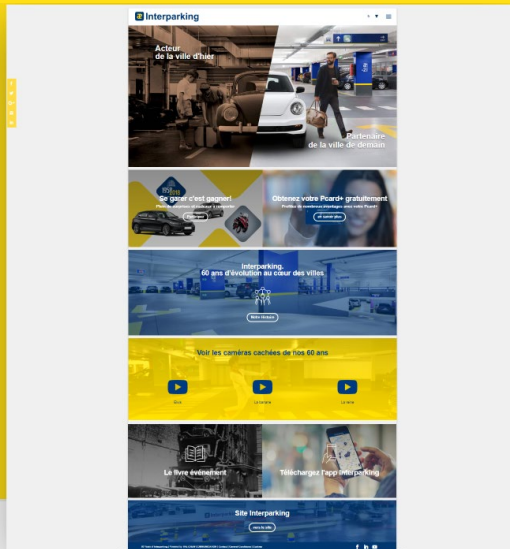






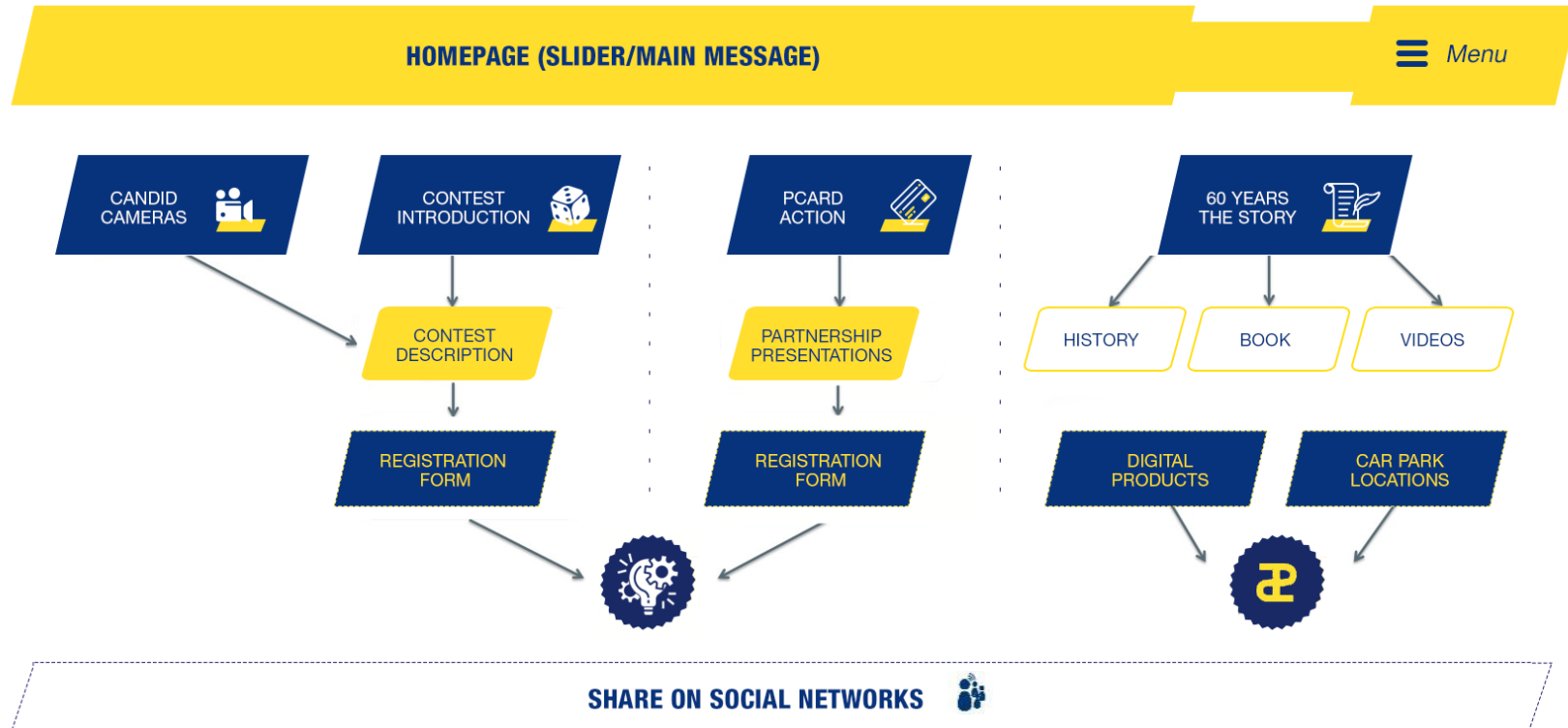
## INTERNATIONAL CAMPAIGN

**DEDICATED WEBSITE**  
**9 COUNTRIES - 7 LANGUAGES**



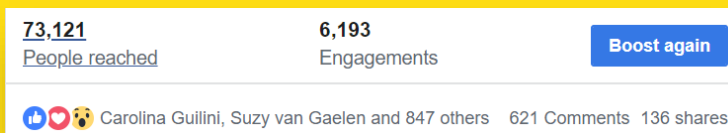
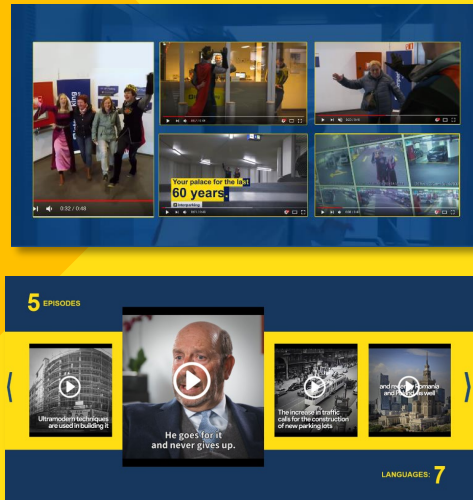
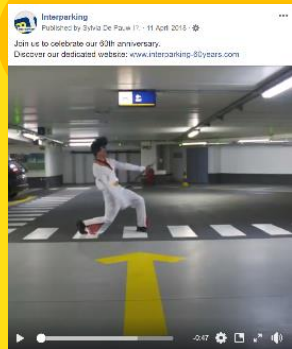
**GREAT CONTEST**  
**9 COUNTRIES - 7 LANGUAGES**

# A WEBSITE STRUCTURE DESIGNED TO COLLECT DATA

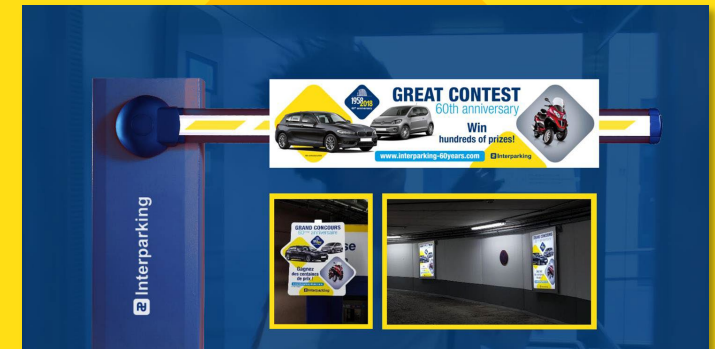


# PROMOTION : CANDID CAMERAS, SNACK VIDEOS, ADS IN CAR PARKS

## CANDID CAMERAS



## ADVERTISING IN CARPARKS





# TRAFFIC TO WEBSITE CAMPAIGNS IN VIDEOS

HUNDREDS OF  
THOUSANDS OF VIEWS  
IN EVERY COUNTRY

2

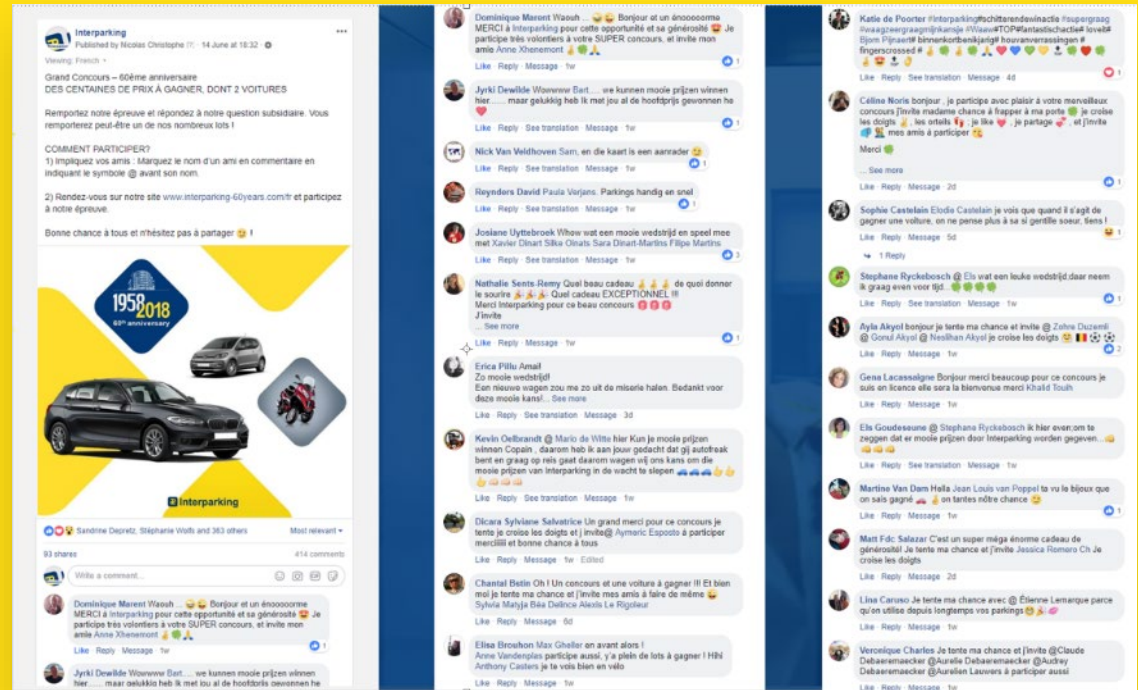
JUEGA  
EN NUESTRA WEB

WWW.INTERPARKING-60YEARS.COM

**SORTEO** Para celebrar nuestro 60 aniversario, queremos que ganes un coche nuevo.

**Learn More**

300,582 People reached    8,768 Engagements    Boost Unavailable



You and 635 others

984 Comments 249 shares 66K views

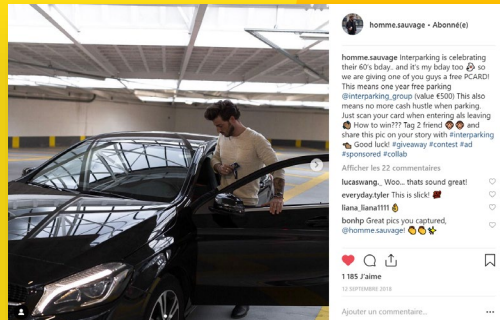
THOUSANDS  
OF COMMENTS  
AND NEW FOLLOWERS





## INFLUENCERS

HUNDREDS OF  
THOUSANDS OF VIEWS  
IN EVERY COUNTRY



THOUSANDS  
OF COMMENTS  
AND SHARES



3RD PRIZE

**WINNER**  
3rd Prize



**Jonathan Arjona**  
(Spain)

1958  
2018  
60<sup>th</sup> anniversary

**SPAIN**

1ST PRIZE

**WINNER**  
1st Prize




**Mirko Burkert**  
(Germany)

1958  
2018  
60<sup>th</sup> anniversary

**GERMANY**

2ND PRIZE

**WINNER**  
2nd Prize



**Dorine Permanne**  
(Belgium)

1958  
2018  
60<sup>th</sup> anniversary

**BELGIUM**





## RESULTS



▶ REACH ON SOCIAL NET.: 1 M PEOPLE



▶ 117K UNIQUE VISITORS



▶ 48.5K CONTEST PARTICIPANTS



▶ 26% SUBSCRIPTION RATE