

Nos van a faltar horas

EPA Awards 2021

Category 5 · Marketing and communication on parking



Una hora de parking gratis

The situation

The world has stopped. Time has acquired other value. For the first time in the history of our lives we have had to stay locked up at home, week after week, without being able to do anything we did before. For many reasons, time has acquired a new meaning.

The challenge

In a few days we have taken our “social way of life” to our balconies. A country that has been forced to change their social habits in a short time. Economic factors will help lead the slow return to normality.

The promotion

Activate communication to help people economically to begin to resume a new normality by safely using car parks; through a hook promotion:

Giving away 1 hour (the first) of free parking.

The concept

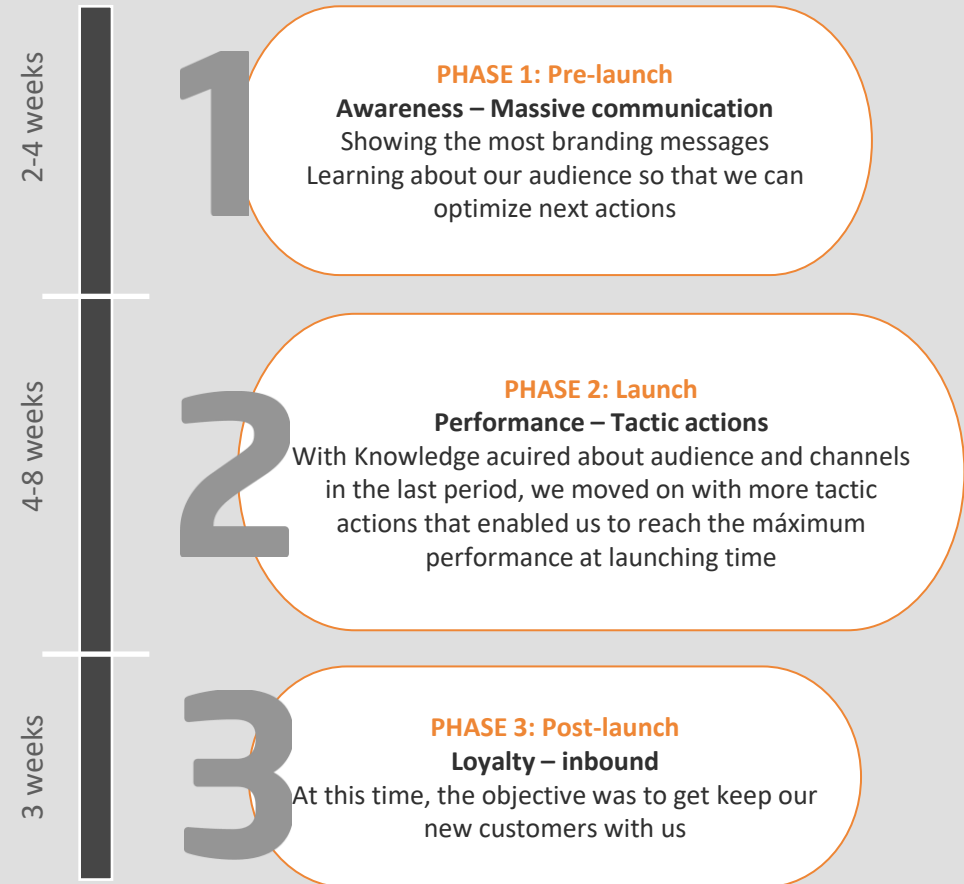
We focused not on what was happening, but on what society wanted to happen, focusing our proposal “on everything we would do when we returned to normality”, an opportunity in which our profit proposal (parking free in cities) fitted the bill perfectly.





Multichannel strategy

- Printed in car parks: A1's and canvases
- Commercial posters for shops and supermarkets
- Flyers
- Paid Media
- Printed and Digital press
- Radio
- Landing Page
- CRM for segmented targets
- Social Media: Facebook, Youtube, Twitter, Instagram
- Native Advertising
- Retargeting viewings on the Display Network
- Waze
- Google Search Network
- City Councils: through their websites









¿Cómo conseguir la primera hora de parking gratis? ¡Es muy fácil!

Solo con entrar en tu parking y obtener tu ticket, ya podrás empezar a disfrutar de la promoción.

O si lo prefieres, en muchos de nuestros parkings, puedes gestionarlo cómodamente a través de la app de TELPARK.

1. Descarga la app de Telpark y haz click en aparcamientos.

2. Activa la app.





More than 25.000 free hours of parking

The campaign in numbers

An increase in revenues of more than 200%.

Around 680,000 views on the video.

70% of users watched it till the end.

100,000 visits to the landing page.

More than 115,000 new users.

We had 15,958,657 display impressions.

Sent over 948,992 emails with an open rate of 49%.

And 932,675 in-apps notifications.

Survey from Telpark users

87% of users would recommend Telpark to a friend.

99% of users would recommend Express Entry.

63,4% knew of the promotion through the App and 12,8% through the car park.



Thank you

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Empark Aparcamientos y Servicios S.A.

