



ASESGA

2020

APPROACH

The current pandemic has made citizens around the world rethink private transport as a way of avoiding crowded public transport and reducing the risk of contagion. As a result, car parks will be strategic agents in the mobility policies of many cities and this will undoubtedly contribute to the objectives set to overcome the health crisis as soon as possible.

Car parks also have new responsibilities. Not only conditioning these places as clean and safe spaces but also raising awareness among citizens as to the safe use of private transport, thereby creating cleaner and more sustainable communities.

BACKGROUND

Car parks have the capacity to make any environment more dynamic.

They support mobility in every zone of the city.

They save us time and they keep our vehicle secure.

Car parks are always available and they play an essential role in many situations.

These places support traffic regulation in the main cores of cities and therefore complement the move towards sustainable and ecological transport.

Car parks are not exempt from the current situation, however they have continued to provide full service to all citizens, as always.

On many occasions, their service is less visible but it plays a fundamental role in making our lives easier and much safer at the present time.

Car park magic

We have developed a viral campaign using the main social networks as vehicles. This is the core of the whole strategy; however, the repercussion of the viralization has been used simultaneously to make an impact on more traditional media such as radio and print media.

The campaign consists of a short piece starring Jorge Blas, one of the most prestigious magicians on an international scale. The video is supported by different designs linked to the world of magic.

“**Car park magic**” is the title of the campaign. We take the viewer to a magical moment in an everyday place, bringing together the benefits of these spaces and the idea of magic.



GRAPHIC 1

P CAR PARK MAGIC

- IS HAVING A CLEAN AND SAFE SPACE
- IS TO CONTRIBUTE TO A SUSTAINABLE MOBILITY
- IS TO COMMUTE SAFELY
- IS TO PARK COMFORTABLY

ASESGA keeps working to make car parks a safe place and contribute to beat COVID-19

P MOVE SAFELY

Remember if you use private transportation

- USE IT IN AN ENVIRONMENTALLY RESPONSIBLE MANNER
- CAR PARKS ARE CLEAN AND SAFE PLACES
- YOU CAN COMPLETE YOUR JOURNEY ON FOOT OR BY BICYCLE

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STIKERS

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VIDEO CONCEPT

In this way, and with the help of magician Jorge Blas and his craft, we will quickly create a bond with the viewer, generating trust and avoiding the rejection of a message that could be interpreted as something purely commercial. This encourages the sharing of information and will therefore create virality.

In addition, the gift could play a part in energizing social networks. We could create a parallel campaign to interact with users.

COMMUNICATION

The graphics consist of:

- Posters

Adaptations of the different holders will be delivered.

The audio-visual campaign is designed to go viral, using:

- Social Media

- Target are INDIVIDUES 18-60 and car users

- SPAIN Quantitatively: 26.000.000

Youtube

TRUEVIEW IN STREAM

Purchase at cost per view
30 sec. maximum length (20 sec. recommended) Audiences skip after 5 sec.

The advert must have eye-catching creativity that encourages people to watch the entire video to achieve the goals.

Multi-device (PC + mobile + tablet)

Segmentation:

Individuals 18 - 60 + populations > 50,000 inhabitants *

Social Media

Page Post Video

Purchase at Cost Per Viewing

Posts sponsored on Facebook and Instagram that consists of video and text. May also contain a clickable button that takes the user to a URL.

The advert must have a striking creativity that encourages people to watch the entire video in order to achieve objectives.

Multi-device (PC + mobile + tablet)

Segmentation recommendation:

Individuals 18-60 + populations > 50,000 inhabitants and hours 20.00 – 23.30 (over peak viewing hours) in order to make an impact on users predisposed to receive positive messages.

Assessment of the success achieved by the campaign

We use the data to contrast the accomplishment of a viral campaign in social media.

We have produced a document that highlights the publications in the traditional press and radio.

In addition, the number of views and impressions that the campaign has had over a period of 10 days has been collected (bearing in mind that the campaign had a planned reach of +/- 800,000 views in a month).

Finally, we have made a comparison with other campaigns, taking into account:

- Time period (time that the campaign has been active).
- Similar themes.
- Similar historical context (Covid pandemic).

The results reflect the success of the campaign after only 10 days of activity.

NEWSPAPERS AND RADIO

EFE

Los aparcamientos pierden entre 250 y 300 millones por el confinamiento

EUROPA PRESS

<https://www.europapress.es/economia/noticia-1700-aparcamientos-asesga-adoptan-medidas-seguridad-garantizar-proteccion-usuarios-20200603124509.html>

MARCA

<https://www.marca.com/coches-y-motos/trafico/2020/06/03/5ed7518646163fe0208b456d.html>

ES RADIO KILÓMETRO CERO

<https://esradio.libertaddigital.com/fonoteca/2020-06-04/kilometro-cero-la-situacion-dramatica-de-los-feriantes-150589.html>

ABC

https://www.abc.es/motor/reportajes/abci-perdidas-millonarias-sector-aparcamientos-y-garajes-publico-confinamiento-202006040206_noticia.html

La Razón

<https://www.larazon.es/comunidad-valenciana/20200608/osae-paxuozbhbqcm4emah2h43u.html>

OK DIARIO

<https://okdiario.com/economia/desescalada-aparcamientos-limbo-administrativo-espera-del-gobierno-perdidas-millonarias-5725208>

ONDA MADRID RADIO

<http://www.telemadrid.es/onda-madrid/>

20 Minutos

<https://www.20minutos.es/noticia/4279288/0/los-aparcamientos-pierden-entre-250-y-300-millones-confinamiento-coronavirus/>

Expansión

https://www.expansion.com/agencia/europa_press/2020/06/03/20200603124507.html

La Información

<https://www.lainformacion.com/economia-negocios-y-finanzas/aparcamientos-pierden-millones-confinamiento/2806753/>

Diario de Sevilla PAPEL

DIARIO DE SEVILLA | Viernes 5 de Junio de 2020 27

VIVIR EN SEVILLA

La ventana

LUIS CARLOS PERIS



SOÑANDO EN LO QUE DEBIÓ SER Y NO FUE

HICIMOS la semana pasada un ejercicio que servía para convertir el deseo en realidad, el sueño despierto en una utopía tociera que nos llevaba al paso de hermanadas por la Plaza de España de Villamanrique. Hoy ya ha pasado todo, pero no dejaba de pensar ayer en lo que esa noche hubiera sido Triana si no hubiera mediado el bichito cabrón que le ha cambiado la vida al mundo. Anoche habrían entrado las carretas por

Castilla y Triana habría sabido y oído a pueblo como en cualquiera de sus días más señalados. Igual que en esa amanecida de Viernes Santo esperando que la Virgen moviera vuela de Sevilla, que la mañana en que se pone rumbo al Rocío o como dentro de un par de domingos, con ese Corpus Chico que hace oler a ramera al corazón de Triana. No pasó anoche que en medio de una entrañable tertulia, uno se acordaba de lo que fue y no pudo ser.

Asesga da las gracias al personal esencial con magia

La Asociación de Aparcamientos y Garajes lanza una campaña con Jorge Blas como protagonista



El mago Jorge Blas.

FARMACIAS Sevilla Teléfono 902 522 111

<p>Centro. San Pablo 5 (954235129), Juan Antonio Caballero 3 (954224002), Amor de Dios 2 (954362775), Plaza Abilla 11 (954226447), Trajano 40 (954383796), Alameda de Hércules 24 (954830359), Argote de Molina 25 (954224229), Menéndez Pelayo 12 (954183559), Amador de los Ríos 31 (954211531).</p> <p>Triana-Los Remedios. Pedro Pérez Ferrnandez 16 (95455340), Ayda, Ronda Triana 31 (954334581), Juan Díaz de Solís 12 (954330773), San Vicente de Paul 14 (954330755), Padre</p>	<p>12 (954356595), Ayda, Dr. Fedriani 13 (954371828).</p> <p>Zona Sur. Ayda, Manuel Sumar 3 (954612795), Pinar de Europa 25 (95464569), Ayda, Finlandia, sin (954648025), Charenta 36 (954672008), Reina Mercedes 17 (954612946), Urbana 240 (954631950), Alarcón y Toledo 40 (95469824), Bda. La Oliva, local 8-9 (954235936), Periferia 6 (954277667), Castillo de Gonsantina 4 (954610437), Medina 6 (954137448).</p> <p>Nervión-San Pablo. Marques de Nervión, 103 (954602790), Ayda, Carlos 20 (954513355), Ayda, Alarcón 24.</p>	<p>Ayda, Gavilanes, Rochelambert, blq. 14 (954625339), Ayda, de las Cenizas 18 (95409657), Urbano Grand 9 Edificio Neovista 4 (954404946), Ayda, Ciudad de Chiya 26 (954510720), Ayda, Juan XXIII, Bq. Romerosa (954655461).</p> <p>22.00 A 9.30 HORAS</p> <p>Centro. Amador de los Ríos 31 (954211531), Menéndez Pelayo 12 (954183559).</p> <p>Sur. Castillo de Gonsantina, 4 (954610437); Medina, 8 (954127448); Ayda, Dr. Fedriani 13</p>
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Diario de Sevilla ONLINE

https://www.diariodesevilla.es/vivirensevilla/empresas-aparcamientos-Jorge-Blas-ASESGA_0_1470753110.html?utm_source=whatsapp.com&utm_medium=socialshare&utm_campaign=mobile_web

Press Digital

<https://www.pressdigital.es/texto-diario/mostrar/1979012/1700-aparcamientos-asesga-adoptan-medidas-seguridad-garantizar-proteccion-usuarios>

Diario SXXI

<http://www.diariosigloxxi.com/texto-ep/mostrar/20200603124507/1700-aparcamientos-asesga-adoptan-medidas-seguridad-garantizar-proteccion-usuarios>

Investing

<https://es.investing.com/news/economy/los-aparcamientos-pierden-entre-250-y-300-millones-por-el-confinamiento-2006568>

RRSS

FACEBOOK + INSTAGRAM

SEGUIMIENTO CAMPAÑA ONLINE - ASESGA 2020

Periodo de campaña: 2 - 9 junio

Seguimiento hasta el 10 de junio



Platform	Segmentation	Campaign	Creativity	Campaign period		Objectives	Impressions	Views
				Start	End			
RRSS Facebook e Instagram	IP ESP / IND 18-60	PPV FB + IG	Teaser	02-jun	09-jun	81.600	2.607.725	599.240
			Pieza larga				33.844	4.519

	Impressions	Views
TOTAL >>>	2.641.569	603.759

	Impressions	Views
TOTAL	2.641.569	603.759

Views		
DESGLOSE	FB + IG	
REGIÓN	ALCANCE	IMPRESIONES
Balearic Islands	38.400	58.176
La Rioja	9.472	16.320
Comunidad de Madrid	218.368	319.290
Region of Murcia	59.392	89.367
Navarra	16.896	24.007
Principality of Asturias	29.696	48.384
Cantabria	22.016	36.824
Andalucía	391.935	622.280
Aragón	45.056	67.659
Islas Canarias	87.296	127.568
Castilla-La Mancha	84.992	131.740
Castilla y Leon	86.016	135.545
Cataluña	253.184	380.992
Extremadura	54.528	87.260
Galicia	103.936	167.986
País Vasco	51.712	71.897
Comunidad Valenciana	164.352	256.274

SEXO	EDAD	IMPRESIONES	VISIONADOS
female	18-24	163.660	25.950
male	18-24	508.283	47.189
unknown	18-24	2.186	158
female	25-34	131.585	27.243
male	25-34	492.409	73.200
unknown	25-34	2.943	314
female	35-44	126.093	26.534
male	35-44	286.366	80.118
unknown	35-44	3.332	748
female	45-54	152.218	40.414
male	45-54	320.222	102.952
unknown	45-54	2.070	615
female	55-60	225.232	100.947
male	55-60	223.939	77.005
unknown	55-60	1.031	372



RRSS

YOUTUBE



SEGUIMIENTO CAMPAÑA ONLINE - ASESGA 2020

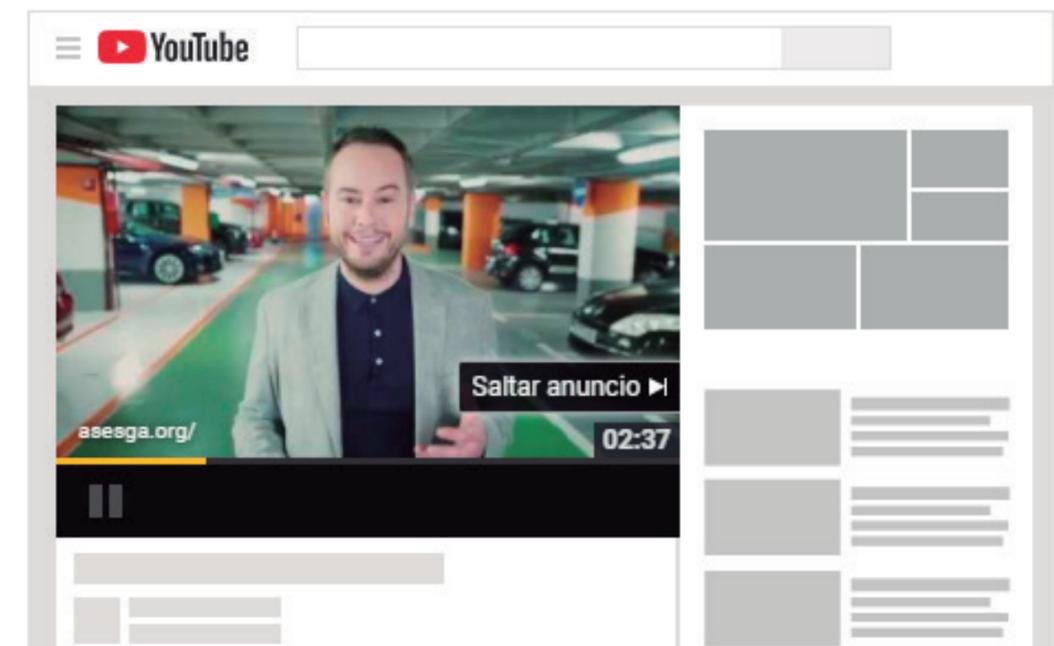
Periodo de campaña: 2 - 9 junio

Seguimiento hasta el 10 de junio



Dates	Format	Given impressions	Views	Percentage viewed		
02/06/2020	Trueview in Stream - Pieza larga	192.290	47.654	24.78%	12.750	374%
03/06/2020		231.902	125.896	54.29%	12.750	987%
04/06/2020		218.790	132.313	60.47%	12.750	1038%
05/06/2020		184.795	106.676	57.73%	12.750	837%
06/06/2020		178.817	108.780	60.83%	12.750	853%
07/06/2020		187.577	120.255	64.11%	12.750	943%
08/06/2020		186.186	113.637	61.03%	12.750	891%
09/06/2020		172.878	101.983	58.99%	12.750	800%
TOTAL			1.553.235	857.194	55.19%	102.000

	Impressions	Views
TOTAL	1.553.235	857.194



COMPARISON OF OTHER CAMPAIGNS

Developed for ASESGA

Criteria: - **1- views**

2- Time period

AYUNTAMIENTO DE MADRID

Relación directa con actividad
Público
Uso de influencers

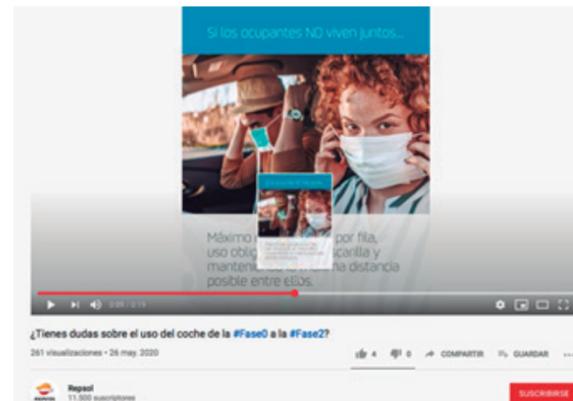


11.091 Views

13 of April to 10 of July 2020

REPSOL

Mismo planteamiento
Relación con actividad
Visualmente guarda muchas similitudes

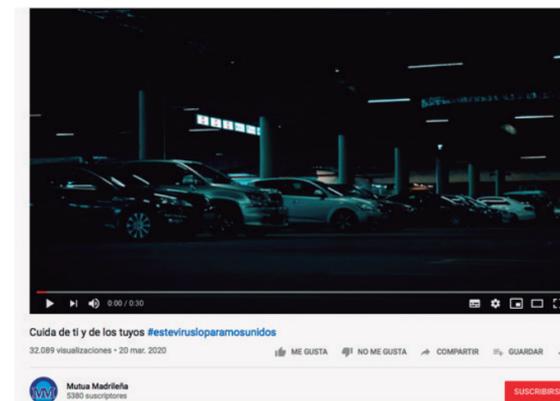


262 Views

26 of May to 10 of Jun 2020

MUTUA MADRILEÑA

Relación con actividad
Contenido similar
Gran producción de publicidad



32.089 Views

20 of Mar to 10 of Jun 2020

ENDESA

Uso de influencers
Contenido similar



927 Views

18 of Apr 2020 to 10 of Jun 2020



We developed an event in a drive-in to close the campaign, in which Jorge Blas performed for the public and the press.