

SHARED-RIDES TO WORK

Implementation and promotion



WHY INONECAR?

We're a **ride-sharing service** that matches people who are willing to go to work together, **carpool on the same way** to work by creating **a money-saving, comfortable and environmentally friendly solution**. It matches riders, both drivers and passengers, on their way to work based on their location and time of regular daily rides to save money, time and make their commute nicer.



Shared-rides' implementation

InOneCar is a convenient ride-sharing service & mobile app that simplify your employees' commute. Make your employees' commute smarter and more eco-friendly.

Implementation is divided **into 3 steps**:

- software facilities development,
- internal communication among employees and implementation's promotion,
 - evaluation and additional promotion plans.

Programming, graphics and copywriting are included.

Any promotional materials require the approval of the Client and can be edited during the project.



Shared-rides promotion

InOneCar makes your employees' commute easy, comfortable, less expensive, and more environmentally friendly.

Plan to promote the implementation of ridesharing of employees to your company.
It takes into account the promotion before the event, during the implementation and after it, in order to enhance communication and build a range of information.



SHARED-RIDES TO WORK IN YOUR COMPANY

Examples of promotional materials



Examples of promotional materials

InOneCar is built on the belief that technology, innovation and simplicity can make people's daily routines nice and better. Therefore, all possible platform of distribution the information about shared-rides to work are recommended to be used while promoting it.

Mainly, the following:

- Designation of dedicated parking places
 - Posters
 - Roll-ups
- Balloons and teaser event with them
 - Leaflets, stickers, on-door hangers
 - TV widget
- Website promotional materials - widget, slider, banner + social media
 - Newsletter
- Gadgets for employees (drivers and passengers)
 - Photo and video relation
 - Additional ideas

Oznakowanie miejsc parkingowych



Designation of dedicated parking places

The best proof of the validity of the idea are free parking spaces designed for cars, which the employees commute to work together.

The proposed number of parking places to be marked on one company's parking: 3 - 5
Painting 1 parking space along with pictograms – 300 pln.



Marking parking lots

Optional form of marking parking lots are signs - permanently attached to the surface or driven into the ground.

Permanently mounted plate: 220pln
Floor plate: 160 pln pc

In addition, it is possible entry barriers marking parking or fences. These are the places where every driver slows down.

Marking the barrier:
Design + printing: 220 pln pc



Posters

Posters as a very popular form of informing employees about the events and projects in the company.
Placed on bulletin boards and front door in order to elicit attention and interest in the idea of ridesharing.

**The proposed number of posters: min. 10 in each building,
best min. 1 on each exit door or front door on each floor.**

**Price (size B1): 15 pln pc
Preparation of the project: 100 pln**



Roll-ups



Roll-ups showing the benefits of carpooling to work and all necessary links to project's platform.

Places of distribution: the mostly visited places by employees such as company's canteen, kitchen, chillout room or even bathrooms.

The proposed number of 25
Price: printout and preparation
+ transport matrix 260 pln pc
Preparation of the project: 150 pln



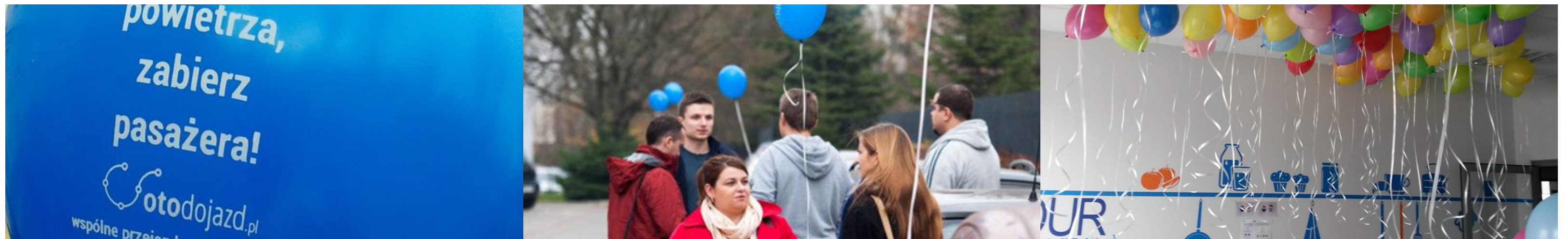
Balloons and teaser event with

Surprise-event with the use of helium inflated balloons with the slogan:
Don't hit the road alone, take a passenger!

Balloons can be distributed in parking lots in front of buildings, receptions or kitchens.

The proposed amount: 1000
Price 650 pln for 1000

including balloon's project preparation, the matrix for printing, ribbon, transport.



Balloons and teaser event with

Balloons can be attached to the parked cars during the working day to make a surprise for people leaving work as well as in the morning when they're going to work or even in the form of the welcoming gateway this day.

The cost of renting the balloon gate: 350 pln/1 day
The cost of helium balloons 2500 pln for 1000,
70 pln transport both ways + 25 pln reducer for 1 helium bottle



Promotional leaflets



During the event will be given an information leaflet about the project „How does it work?”. Let's stop circling and start spending our time on things that matter.

In addition, will be distributed at important places employees' frequently attend.

The proposed quantity: 500 pcs

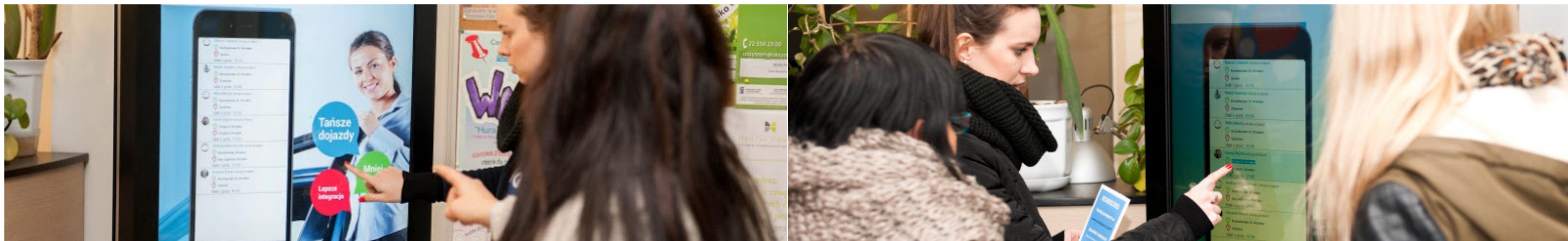
Cost: 350 pln



TV widget

TV widget as an interactive form of reaching people.
It displays the current commute possibility to and from the company.

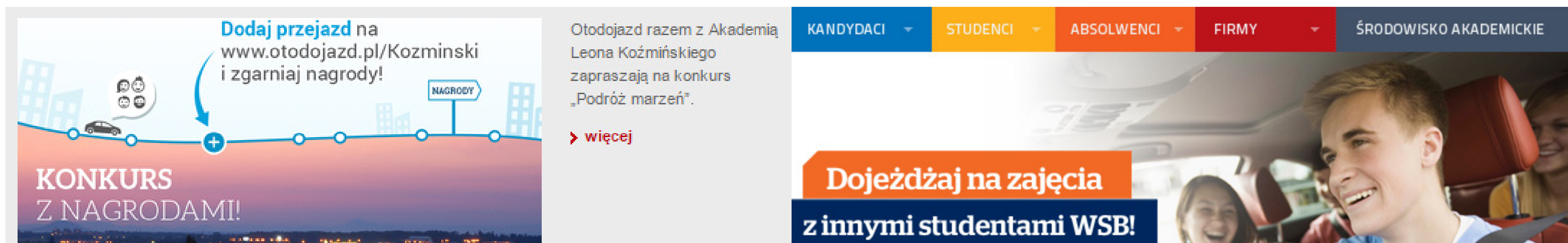
**You can even leaving work to find out who is going in our direction.
Preparation of the project under the LCD screen: 350 pln**



Online promotion

The recognition of the project among the employees of the company can be improved by creative materials presented on the website, such as: informative banner, visual slider, widget on your intranet or pop ups to help login.

The total amount for the projects:
200 pln with the possibility of changes (banner, slider cover on the fan page, widget)
Graphic creations for social media: free



Newsletter

In order to inform all employees about the start of the project and its benefits is being developed with a dedicated newsletter to encourage the use of the platform for employees.

Price: drafting content + graphics preparation – 150 pln.



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Gadgets

Gadgets promoting the project will be designed for drivers and passengers to be able to help them and enjoyable traveling together and work in the company.



Suggestions:

Keys holder - pln 10 pc

Mug - 20 pln pc

Blanket in the car - 20 pln pc

Auto - organizer - 3 pln pc

Mobile Cleaner - 1.5 pln pc



Gadgets



Additional suggestions:

- USB Flash Drive - 20 pln pcs**
- Car air freshener - 1,5 pln pc**
- Eco notebooks - 5 pln pc**
- Information boards - 8 pln pc**
- Car ice scraper- 3 pln pcs**

More ideas

Plates' pads in the cafeteria or in the staff bar to reach from the bottom up with the idea to employees.

Price: A3 size - 200 pieces - 280 pln

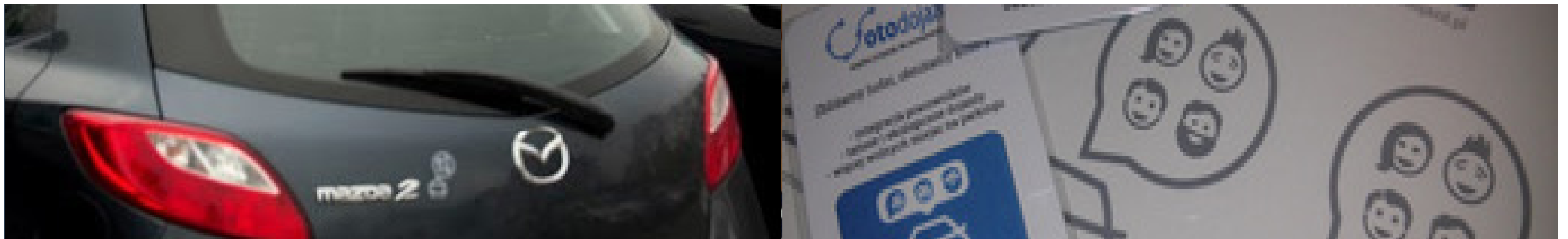


More ideas



Stickers on cars and doors or mirrors to be able to mark the community and in places frequented catch their attention.

Price: 340 pcs - 172 pln



More ideas

Eye-catching tags on the doors to remind the validity of the idea of carpooling to work.

Price: 300 pcs 400 pln



More ideas

Tasty, healthy apples convincing of employees about being eco and thus giving them joy.

Price: 2,9 pln or 3,5 pln foil / pc

Fudge or jelly beans in the shape of cars handed out during the event as a positive accent.

Price: 120 pln - 5 kg (80 milky sweets in 1kg)



More ideas

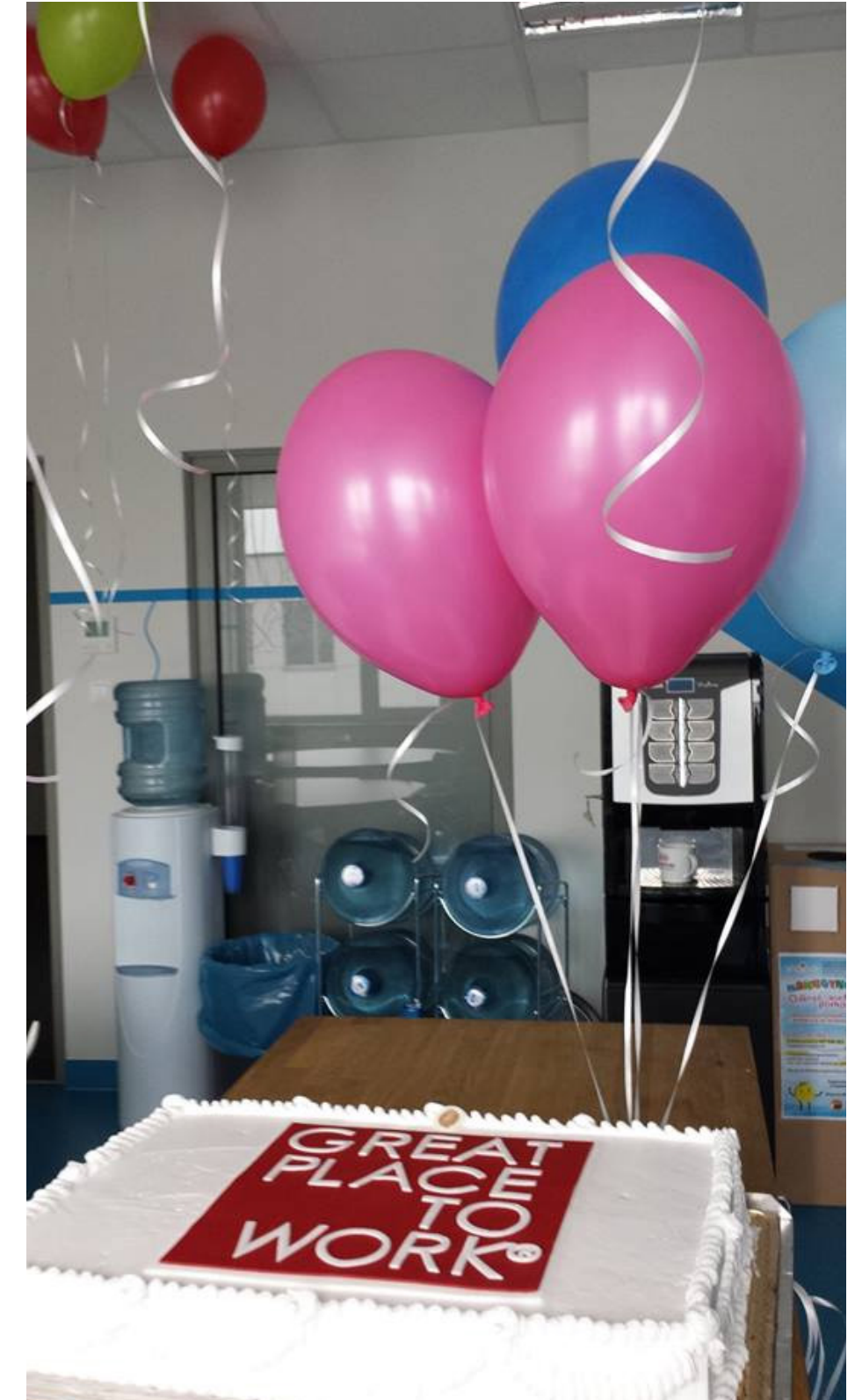


At lunchtime we can give employees dessert (cake, muffin with autkami) or drink
- How many people come to work, so you get a free drink.

Example 1 person in the car
- ¼ of glass. As an option, it can be also a delicious muffin that day for all employees with a short message about the project or a large cake to be divided for everyone.

Muffins in the shape of toy cars handed
To employees - tasty day and desire to join the project.

Price: 4 pln/pc
Cake: approx. 500 pln/pc



More ideas



Buttons and stickers on laptops for the ambassadors of the project.
Phone cleaners suitable for each driver and smartphone users.

So that all were in constant contact with each other and do not forget the address of the website.

Buttons: 55 gr/pc

Stickers: 45 gr/pc

**Smartphone cleaner of any shape:
dimension of 33 mm - 2,93 pln/pcs,
size 30 x 40mm - 3,27 pln/pc.**



More ideas



Door & floor stickers in chillout places and rooms as well as on the way to work, eg. the elevators, stairs.

Mirror stickers or posters hung in frames in toilets, mirrors or door.

Fridge magnets in the shape of cars distributed in kitchens or canteens.

Individual pricing.



More ideas



Street art or Photo booth / wall photo
the motive of the common drive.

Individual pricing according to Client's needs.

More ideas



A special event for employees check their engagement in action. We invite hostesses dressed as InOneCar patrol, which will be in front of the entrance to the company to check how many people riding in the car.

Lone driver gets instructive „mandate” - info about the car-sharing, a driver traveling with passengers - sweet surprises.

It will not be writing a ticket so the action goes without hindering directions to the parking lot.

Satisfied employees commuting to work together



„Let's make people carpool together!”

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