

The Fab 50

CASE STUDY



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CAMPAIGN: WAZE, MOBILE POP-UP
CLIENT: YMC (YOUTH MARKETING CONNECTION)
GOOGLE/WAZE
EXHIBIT BUILDER: HOOD BRANDED ENVIRONMENTS

WAZE CARPOOL POP-UP DRIVE THRU PROJECT:

We partnered with YMC (Youth Marketing Connection), Waze's agency partner, to create a cool, moody, and iconic mobile pop-up structure to promote the Waze Carpool product at several bay area colleges. Our project goal was to configure an experiential activation that was to be equal parts fun and informative, explaining the product details with a big dose of branding. We used (3) 20' shipping containers and built a 24'x20' modular space that was easily assembled for the 3-day activations. The temporary/modular structure appeared and felt like a permanent complex. YMC designed an intriguing and eye-popping aesthetic to draw in students, and this paved the way for YMC/Waze to inform drivers and riders of all the benefits Waze Carpool has to offer in a fun and memorable way.

Waze Carpool is a fast, fun, and affordable way to commute. While carpooling isn't new, Waze Carpool is a fresh way to share the road and the cost of commuting. A cost-effective alternative to rideshare services, Carpool lets you choose to drive or ride with people already going your way.



SOLUTION/RESULTS:

We turned to shipping containers as our modular base and developed a panel system within the shells to complete the interior. This gave us the modularity and ease to quickly set and assemble without having the interior feel and look like shipping containers. Outside we had a working drive through talk box, a plinko game board, and several fun photo-ops for perfect instagrammable moments. The steel and layered PVC overhead sign and striped awnings created the feel of a more permanent 90's diner structure, while the bright teal color and oval windows were an invitation to explore the inside. Once inside, the custom vinyl printed floor, faux neon lighting, detailed soffit above the counter, and the acrylic graphic screens customized for each campus, combined to create an interior that compelled action. We also built a custom sticker wall with free takeaways; an air freshener photo-op backdrop and a Waze Carpool swag counter where attendees could receive branded swag in return for joining their school's Waze Carpool community and taking their first ride/drive.

We were excited for the chance to work with YMC, known for creating custom brand experiences for Millennial and Gen-Z consumers. Our collaboration was a perfect blend of creativity, flexibility, compromise, and hard work. Our balanced partnership resulted in an incredibly successful build and project.

Happy Carpooling!