

# The future of out-of-home is here, with Uber (of course)

Uber and Hubble (previously known as Taxi Media Group) have partnered to offer riders interactive entertainment during their trips.



Picture: Supplied

The idea is to use innovative technology to entertain and inspire new adventures for Uber riders. "We at Hubble are excited to make a difference to the lives of Uber riders and their hardworking driver-partners, and after months of dedication and late nights we successfully launched in a select number of driver-partner vehicles on 1 September 2016," says CEO Justin Duveen. "Shortly thereafter we were approached by Uber for a collaboration, and in December 2016 we signed a contract appointing Hubble as Uber's preferred in-vehicle interactive entertainment partner in South Africa."

Hubble offers brands the unique opportunity to tap into a captive audience, with new interactive touchscreens being installed into selected driver-partner vehicles. The screens showcase the best the city has to offer and provides passengers with information and entertainment options such as news, local comedy such as Suzelle DIY minisodes and local music talent from Jimmy Nevis and Khuli Chana.

Bruce Burgess, MD of Posterscope Sub-Saharan Africa, a leading out-of-home media agency, says that Hubble's interactive digital platform offers cutting edge technology and innovative opportunities to brands looking to cut through the out-of-home market and that the medium "stands out because it is focused on adding value to both audience and advertiser. It is very much in line with what our expectation is for the future of out-of-home."

Some of South Africa's most innovative blue chip brands, such as Discovery, Old Mutual and Hugo Boss agree with Burgess' comments and have already signed-up and successfully flighted campaigns on the system.

The results are impressive. Advertisers have received engagement levels of between 10% and 17% on their campaigns, which, when compared to the average engagement levels of online campaigns of just 0,2%, is a phenomenal return on investment not to mention a return on experience which is so crucial in today's experience economy.

Diveshan Moodley, special projects for Uber: Sub-Saharan Africa, says Uber is very excited about this collaboration as it meets many of the company's objectives, "such as improving rider experiences inside driver-partners' vehicles by providing complete user-controlled entertainment".

Hubble launched in Johannesburg in December 2016 and will continue to roll out screens across South Africa during 2017.

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