








Bolt Green launches in Romania in partnership with Airly, April 2021.

	Bolt 5 min	LEI 15.2
	Confort 8 min	LEI 19.3
	Green 13 min	LEI 15.2
	Trimiti un pachet! 4 min	LEI 19.3
	Protect 14 min	LEI 15.2



Background:

In April 2021, Bolt Romania decided to launch a new ride-type - Bolt Green. The ride-type uses only electric and hybrid cars. Cars with traditional internal combustion engines emit harmful Nitrogen dioxide (NO2) gases, and as the temperature of these gases in the air is higher and more harmful to people. Romania is one of the most polluted countries in the EU, so it is crucial to offer people more environmentally-friendly commuting options to choose from. NO2 is a toxic air pollutant gas whose main source is emissions from road transport. NO2 damages immune system cells in the lungs and causes increased susceptibility to respiratory infections. It can also make asthmatics more sensitive to allergens.

The campaign:

Big idea: Get discounts for Bolt Green rides when air pollution levels exceed safe levels in your city.

To encourage people to use Bolt Green when the environment needs it the most, Bolt Romania handed out anti-pollution discounts with a value reflecting each city's current air quality index level. The worse the air quality, the higher the discount. A "discount algorithm" was prepared based on real-time air quality data delivered by Airly. Airly created a dedicated report for Bolt with daily air pollution levels in each city. The data was updated twice per day to present pollution levels in both the mornings and evenings.

The results:

- **A successful launch** of the new offer.
- **Rides with Green category** - 2% of the total no. of rides in the three cities.
- **Social media:** Reach of 310K. IG -160K reach and FB - 150K reach.
- **Instagram** - 6.4% increase of no. of followers, to 4.800.
- **PR** - 9 articles in top publications.
- **2,000 new followers** on Instagram.
- **10,000 users engaged** in the campaign.
- **100% Positive, free publicity** - press coverage in +10 publications across business and environmental titles.
- **Very positive feedback** from users, helping to build a strong brand image.

Links:

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