

# JoyRide.kz



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# Vision: Promote everything.



# JoyRide.kz

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- New for Kazakhstan
- Effective advertisement
- Support charity



# SWOT

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**Strength:** Fresh innovative idea, No resembling rivals

**Weaknesses:** No

**Opportunities:** new method to promote information, expand to other countries  
Partnership with huge companies

**Threats:** government side , takes long time to adapt

# Disadvantages of modern ADs in KZ

Out-of-date


Annoying

Not attractive



# Survey questions


## Joyride

1. How often do you pay attention to ads? 

- Always
- Usually
- Sometimes
- Rarely
- Never


2. Do you agree that ads are useful? 

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree


3. What kind of ads are most annoying? 

- On TV
- On the Internet
- Billboards
- Other

# Questions

4. How often do you see ads on cars? 

- Always
- Usually
- Sometimes
- Rarely
- Never

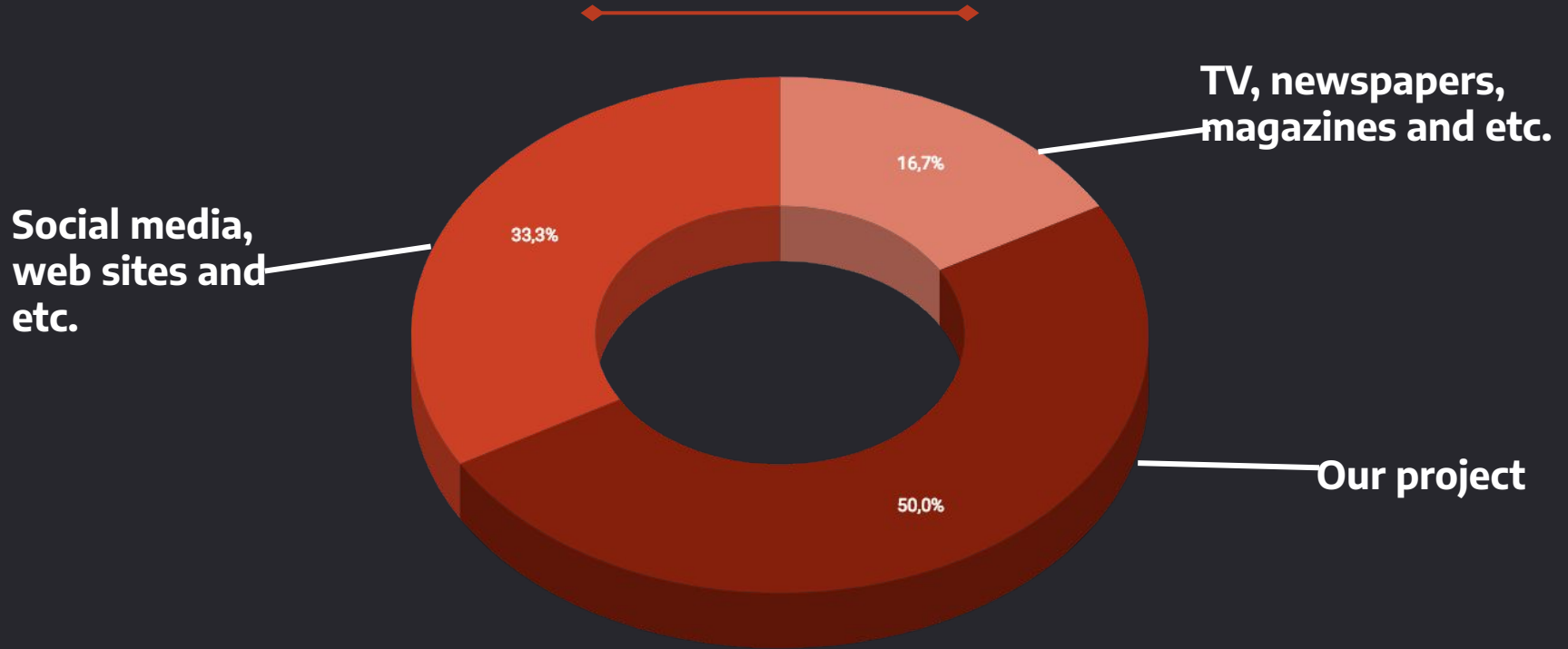
5. Do you think ads on cars would be effective in your city? 

- Definitely would
- Probably would
- Probably would not
- Definitely would not

6. Would you like to get paid for placing ads on your own car? 

- Yes
- No

# Public outlook



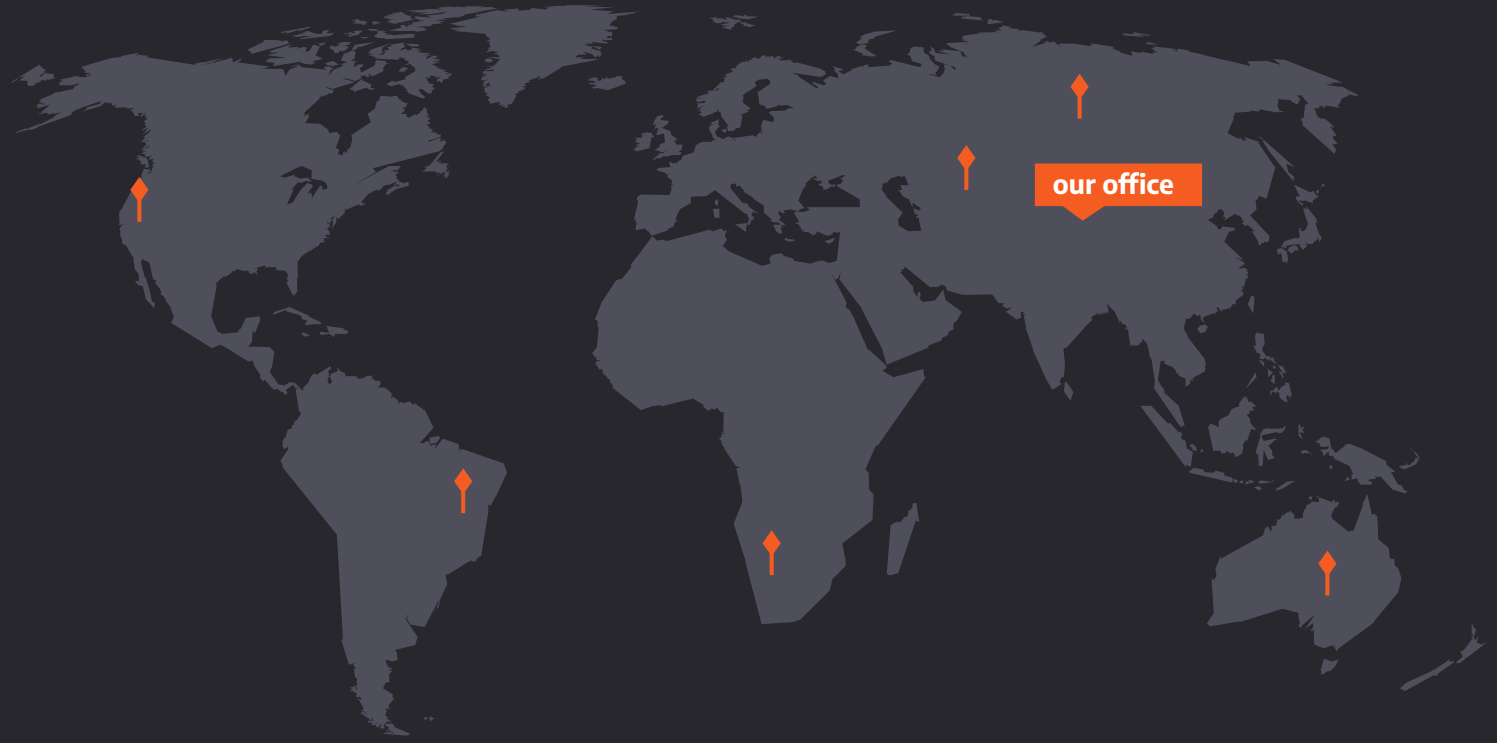


# Re-engineering strategy

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# MAPS



**~3000\$**

From each order



**10-15 cars**  
100km per day



**100%**  
Total success!



# THANKS!

ANY QUESTIONS?

You can find me at:

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