

SCHINDLER AHEAD
Made for today
Ready for the future

REVERSE ELEVATOR PITCH

Elevate your ads to the next level



1. Add **innovative** to the perceived image of Schindler Ahead
2. Increase the demand for its digital products



In Austria, the brands perceived as the most innovative are Tesla, Google and Netflix.

In general, **innovative** as an attribute is **mostly associated with tech companies.**



Technique affine
marketers in big
companies



Decision-makers in
media agencies



Real estate developers
and architects

WHAT IS IN COMMON AMONG THESE GROUPS?

They spend a significant amount of time in office buildings, with elevators as the main means to get from A to B.

They use elevators to:

- get to the office
- go down for lunch
- get fresh air after an exceptionally stressful meeting
- go to out-of-office meetings etc.

On an average, they spend **124 hours waiting** for elevators, and **45 hours stuck in them** on a yearly basis.

A dark, minimalist interior space, possibly an elevator shaft, with a white rectangular box containing text. The walls and floor are dark and reflective, creating a sense of depth and shadow. The text is centered within the white box.

Let's make use of the time
spent between two floors:
**let the elevator do the
talking.**

WE INTRODUCE YOU THE REVERSE ELEVATOR PITCH

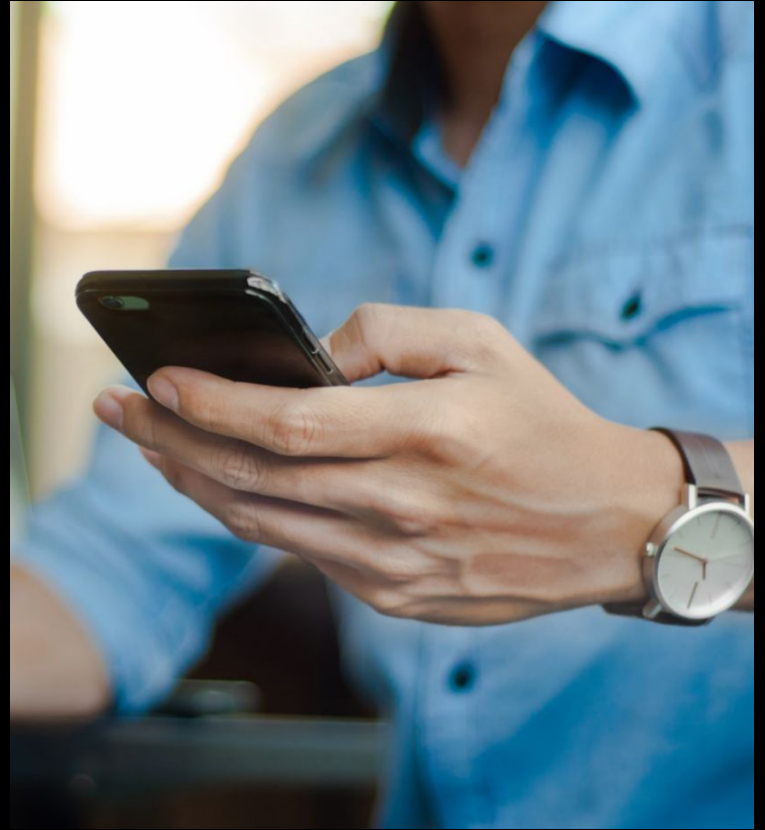
We cooperate with big office buildings where Schindler elevators are available and create a prank.

With the help of the display screens and narration, office workers experience a unique world during the elevator ride - through which the elevator itself demonstrates Schindler's innovative ad solutions.



MOBILE ADS BASED ON LOCATION

We would target all those who work in the offices used as locations for the reverse pitch prank with mobile ads, where the elevator once again reaches out to them - generating traffic to the landing page of Schindler Ahead.



REAL ELEVATOR PITCHES PODCAST SERIES BY SCHINDLER AHEAD

We create podcast series inspired by real elevator pitches to introduce the most inspiring startup stories from the Austrian market.

Between episodes we announce the new features and innovations of Schindler Ahead.



DIGITAL PLATFORM STRATEGY

PLATFORM	YOUTUBE	TWITTER	INSTAGRAM	LINKEDIN	PODCAST
PLATFORM ROLE	Brand awareness	Campaign extension	Campaign extension + Visual brand world for awareness	Target hard-to-reach professionals	Engage hard-to-reach agency professionals, marketers
GOALS	Launch the Reverse Elevator Pitch prank videos	Generate traffic to the landing page	Engagement, UGC	Generate traffic to the landing page	Build innovative image
PLATFORM TOOLS	Bumper videos	#hashtags	#hashtags, Insta story swipe up links to the landing page	InMail to professionals regarding the new opportunities	Between episodes, ads about new tools.
CONTENT	Launch the prank video series	Share the prank videos, and podcast links	Visual content about the new solutions and features	Share podcast links	Talks inspired by real elevator pitches
MEDIA SUPPORT	Pre-Roll advertisement	Keyword targeting	Instagram advertisement	Linkedin ads	PR cooperation with Forbes Austria/Horizont

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THANK YOU.

