



Passport

130c. Social Ad Campaign

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Passport



Passport
9,388 followers
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End parking-data
traffic jams.

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your mobility operation.

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Put the brakes
on curb chaos

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Passport

As the only end-to-end operating system for parking management, Passport knew their product was solid: They just needed to get the word out. Passport's marketing team came to us in search of a new digital advertising direction that would bring their do-everything parking OS to those who needed it most: Parking leaders and mobility officers at the city level.

Using LinkedIn's ability to target users with specific titles, we centered our creative around Passport's unique slew of mobility-related benefits. By combining a strikingly saturated color palette with copy that speaks to common pain points experienced by the vast majority of our target audience, we developed a scroll-stopping look that's uniquely Passport.