



BlackWolf Rideshare

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RESEARCH

OVERVIEW

BlackWolf Rideshare is an Atlanta based company offering a safe and high end rideshare service. They focus on making a worry free travel experience by having in depth background checks and specific driver criteria.

HISTORY

MAY 2023 - Black Wolf is founded by Kerry King Brown, inspired by a client's experience with human trafficking.

MID 2023 - The app launches in Atlanta, offering both armed and unarmed driver options.

LATE 2023 - Expands to Miami, Orlando, Nashville, and Phoenix, gaining rapid traction.

EARLY 2024 - Hits 300,000 users nationwide, boosted by viral social media campaigns.

MID 2024 - Announces plans to launch in Austin, Houston, and Dallas by the end of 2025.

GOALS/ MISSION

BlackWolf Rideshare aims to offer a safe, reliable, and professional travel experience while taking a stand against human trafficking. Making safety the top priority, they have drivers with law enforcement and military experience, and have security background checks ensuring every ride is secure and professional.

KEYWORDS

SAFETY

COMFORT

EFFICIENCY

RELIABILITY

EASE

PROFESSIONALISM

COMPETITORS

UBER AND LYFT:

As the dominant players in the ride sharing industry, Uber and Lyft offer widespread availability and a variety of service tiers. However, their drivers typically do not carry firearms, and the companies do not emphasize armed security as part of their service offerings. Black Wolf positions itself as a premium alternative for safety-conscious passengers, with ride costs estimated to be 10 to 15 percent higher than average Uber or Lyft rides, aligning more closely with Uber Black pricing.

MOOVIN:

Founded in 2015, Moovn is a ride sharing company operating in several U.S. cities, including New York City, Atlanta, and San Francisco, as well as in select African markets like Nairobi and Dar es Salaam. Moovn allows users to schedule rides in advance and emphasizes a commitment to customer service and reliability. While it offers an alternative to mainstream services, it does not specifically focus on enhanced security measures or armed drivers.

INDRIVE:

Previously known as inDriver, inDrive operates in over 700 cities across more than 45 countries, making it one of the fastest-growing international ride sharing services. It utilizes a peer-to-peer pricing model, allowing passengers and drivers to negotiate ride fares directly. While this model offers flexibility and potentially lower costs, inDrive does not emphasize driver backgrounds in security or the provision of armed drivers.

ASTERIDE:

Launched in 2014, AsterRIDE connects passengers with commercially insured, city-licensed drivers, offering options such as taxis, for-hire cars, and limousines. The service includes features like ride scheduling and a safety alert system called instaALERT. However, AsterRIDE does not specifically focus on employing drivers with security backgrounds or those who are armed.

CURRENT CAMPAIGN

MOTIVATION MONDAY

MESSAGE

The message of these posts is to establish the brand as motivational and encouraging. Because BlackWolf is a newer brand they are focused on establishing their name and growing their socials rather than pushing their service.

AUDIENCE

Their audience for this campaign was mostly men. They seemed to be focusing on recruiting drivers rather than customers by showing masculine visuals and being promoted almost exclusively by men.

FORMAT

The posters appeared as videos, originally on their Tik Tok but also reposted on Instagram as reels. Segments of a few of these videos also appeared in their LinkedIn but without the "motivation monday" branding. The videos just consist of one person talking or telling a story.

VISUALS



CREATIVE BRIEF

ADVERTISING PROBLEM

Consumers feel unsafe using rideshare apps

OBJECTIVE

Consumers should know BlackWolf is a safe rideshare service

CORE MESSAGE

BlackWolf is the safest rideshare option.

INSIGHT

Research shows that a significant portion of ride share users, particularly women, parents, and high-profile individuals, feel unsafe due to inconsistent driver background checks, lack of visible security, and reliability. This audience isn't just looking for transportation; they're seeking assurance and protection in vulnerable moments. The current market fails to consistently deliver that.

Black Wolf Ride Share directly addresses this gap by providing professionally trained, armed drivers with law enforcement or security backgrounds which is a level of safety that no current mainstream platform matches.

TARGET AUDIENCE

Janelle Martinez is a career-driven marketing professional in Atlanta. She is independent, ambitious, and values personal safety when commuting for work or social outings. She enjoys yoga, fitness clubs, and shops at brands like Lululemon.

Janelle prefers experiences over material goods, often traveling and sharing moments on Instagram. After past uncomfortable ride share experiences, she seeks safer, more reliable options. Black Wolf Ride Share appeals to her for its blend of security and convenience.

DEMOGRAPHICS

Name: Janelle Martinez

Gender: Female

Age: 31

Location: Atlanta, GA

Education: Bachelor's in Business Administration

Job: Marketing Manager

Income: \$85,000

Race: Hispanic

Nationality: American

Religion: Catholic

Relationship Status: Single

Family Status: Close to parents and younger brother

SUPPORT

1. Black Wolf Ride Share provides professionally trained, armed drivers, offering a level of safety unmatched by traditional ride share services.
2. Black Wolf is an established brand focused on security and reliability, appealing to riders who prioritize personal safety.
3. With its commitment to protection and professionalism, Black Wolf resonates with individuals who value peace of mind and security in their daily travels.

TONALITY

The tone of voice for Black Wolf Ride Share should be confident, professional, and reassuring, emphasizing safety, reliability, and empowerment. Messaging should evoke trust and peace of mind, reminding riders that their security is the top priority. A formal yet approachable tone highlights protection without feeling aggressive, maintaining a sense of dependability. Avoiding excessive humor or casual language ensures the message remains aligned with the brand's serious commitment to rider safety.

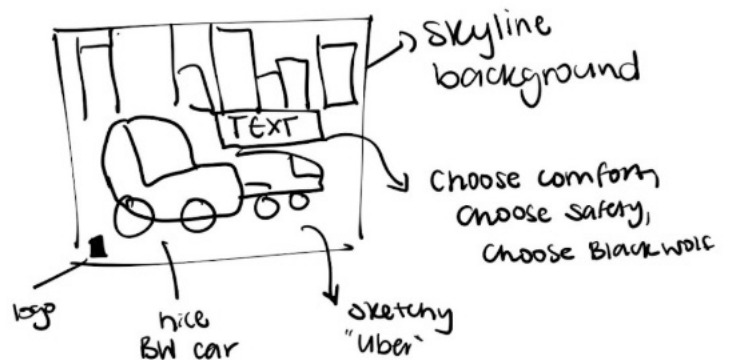
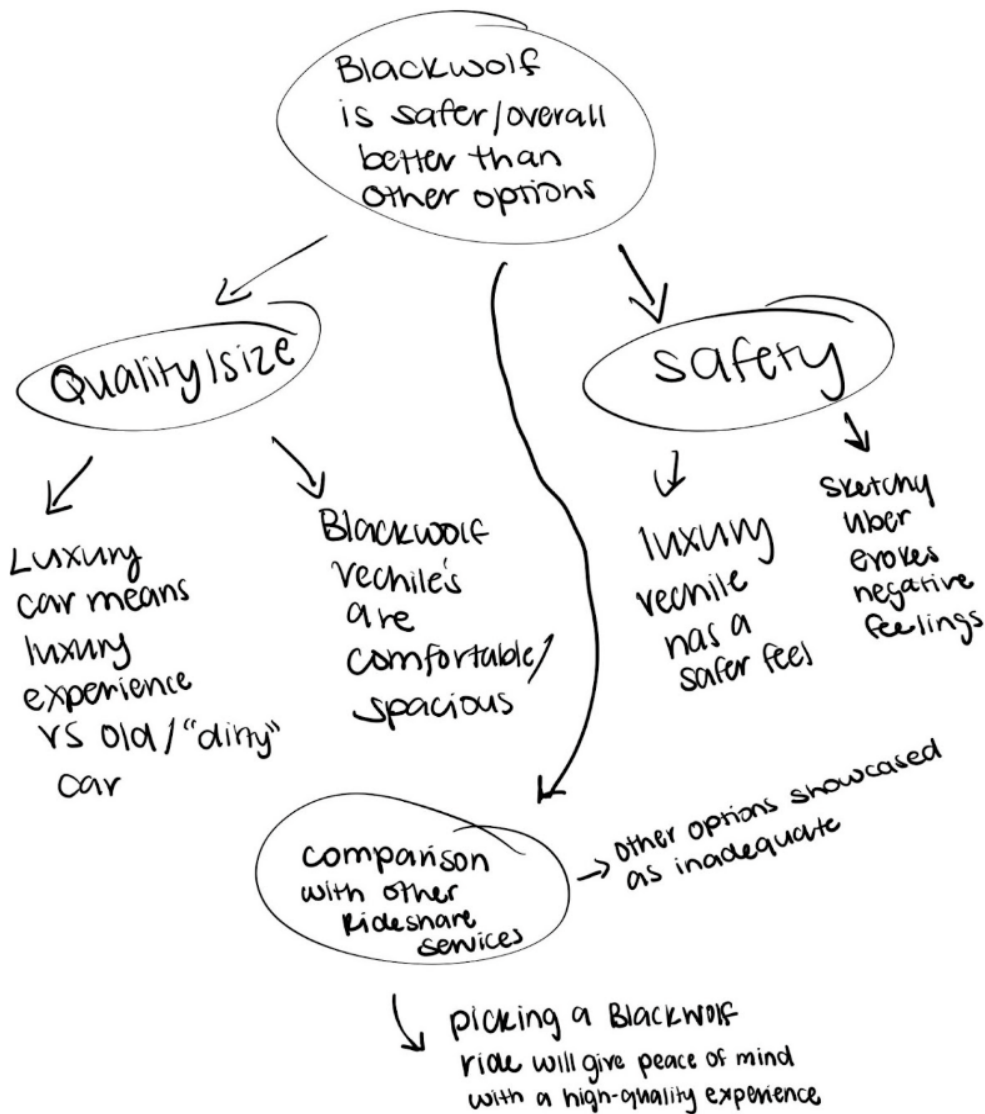


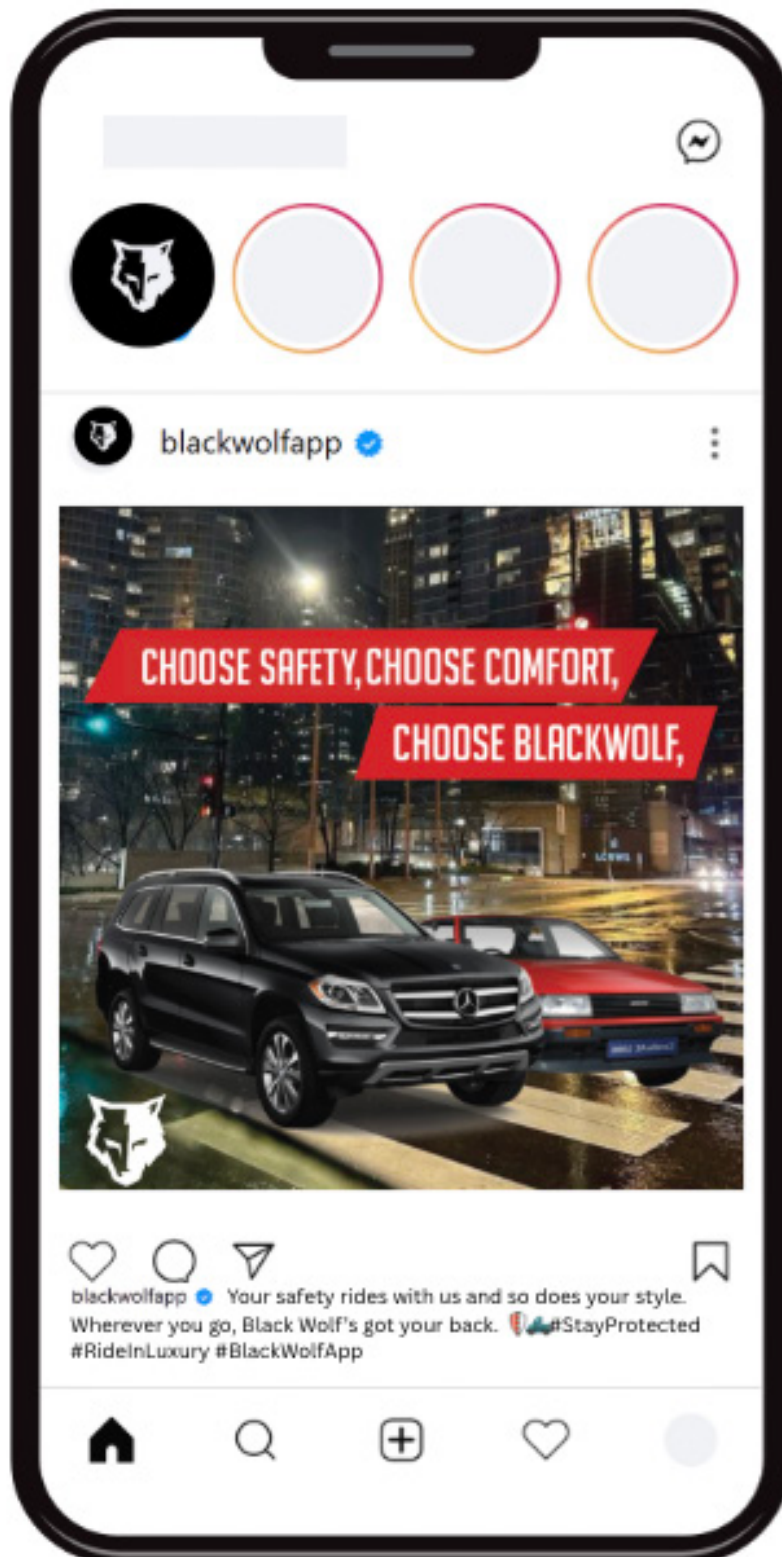
DELIVERABLES

Static #1

core message: Choose safety, choose comfort

Instagram post



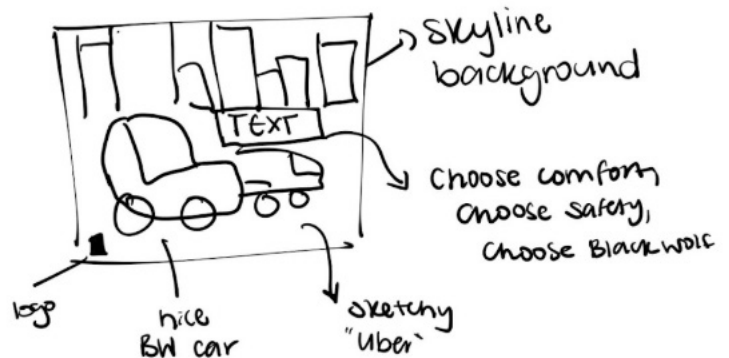
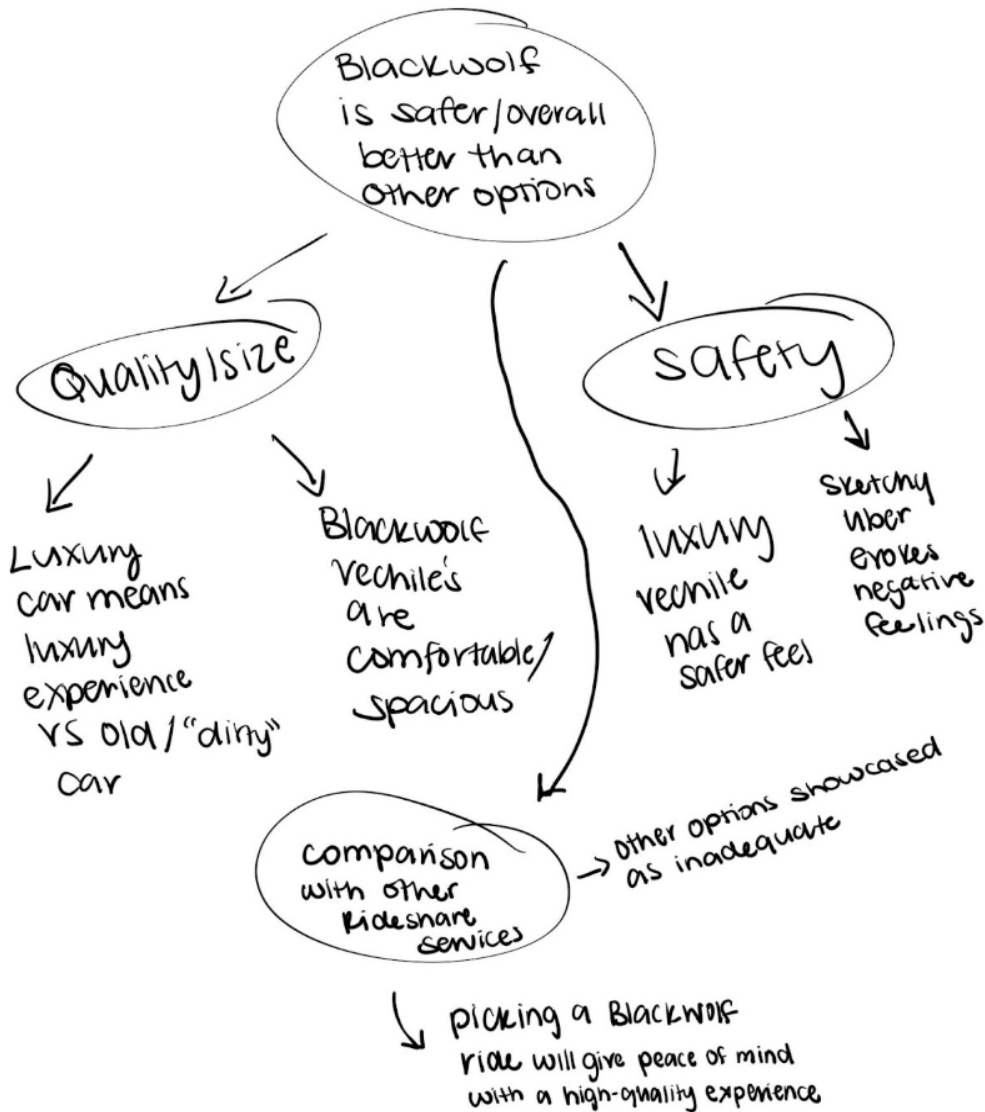


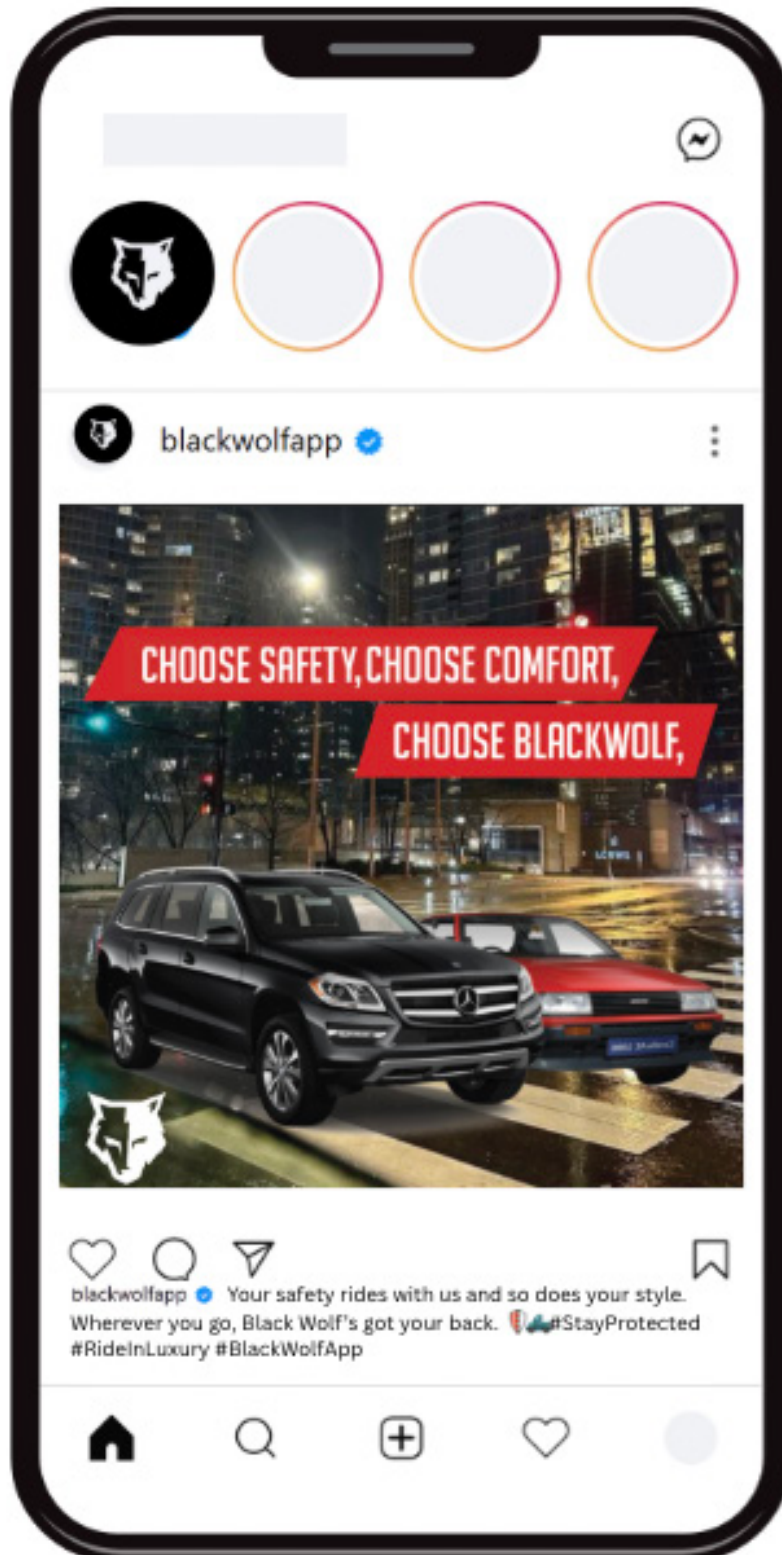
DELIVERABLES

Static #1

Core message: Choose safety, choose comfort

Instagram post





DELIVERABLES

STATIC 1 MESSAGE DIAGRAM

Objective: Consumers should know BlackWolf is a safe rideshare service

Core Message: Safety

Format: This static advertisement will be posted on Instagram to evenly target the gen z demographic. Because the platform's usage is increased in urban areas, it reaches the ideal target audience for the advertisement, where Blackwolf primarily operates.

Message Strategy Principles:
Call out important words:

Keywords such as safety and comfort make up the main message of our advertisement. By boldening and emphasizing certain words and phrases, the brand image can be associated with the idea and meaning behind the words.
Keep it simple:

Complicated content and information can be hard to be picked up, especially on a digital platform on which only a couple seconds of viewership is all that will be given. Having fewer words, more visuals, and stronger impact can make the advertisement more memorable.
Mind the mobile viewers:

When making an advertisement for social media platforms such as Instagram and Facebook, many of the viewers can be mobile viewers, who are often on a smaller screen and pixel count. Making sure the text is still visible, and that the message is still clear even with the altered size and formatting of a phone screen is essential to creating a digital advertisement.

Target Audience Connections:
This advertisement uses an urban city background to signify professionalism and reflect the environment and lifestyle of our target audience. The clean, sleek look of the black SUV. The bolded text that states "CHOOSE SAFETY" sends a clear and direct message to the audience about what we provide and our emphasis on the rider's safety. The overall serious tone delivers an image of a trustworthy and responsible platform compared to the unstable look of the alternative options.

STATIC 2

Objective: Consumers should know BlackWolf is a safe rideshare service

Core Message: Safety

Format: Any one of these images could be used as a static Instagram ad. Instagram was chosen because a study found that 37% of millennials and 25% of Gen Z use social media. Another study showed that 60% of Instagram's users are Gen Z and millennials. By using the algorithm and hashtags, Instagram is the best app to promote static ads in order to have the farthest reach

Message Strategy Principles:

Use Bold Language

This strategy should be used to help the intended audience realize BlackWolf is not like other rideshare apps. Phrases such as "armed drivers" and "real time tracking" are used often on their website, and the static ads should follow suit. Visuals Should Show Luxury and Security

The photos used in the campaign should be both black and white and in color, but the overall message should be luxury. Images should show polished families with young children as well women in their 20s and 30s. The drivers should be clean shaven and look professional showing that they take their role in the company seriously. The undertone of the ad should be control from the driver and relaxation from the family/ women focused in the ad.

Design

The static ads should have strategic spacing with an overall minimalistic design in order to convey luxury. Keywords should be used in the description and not in the image. If words are used in the image they should be simple and use fonts that convey luxury. By using the rule of thirds, white spaces, formal language, and whitespace the static ads will properly represent the brand.

Target Audience Connections:

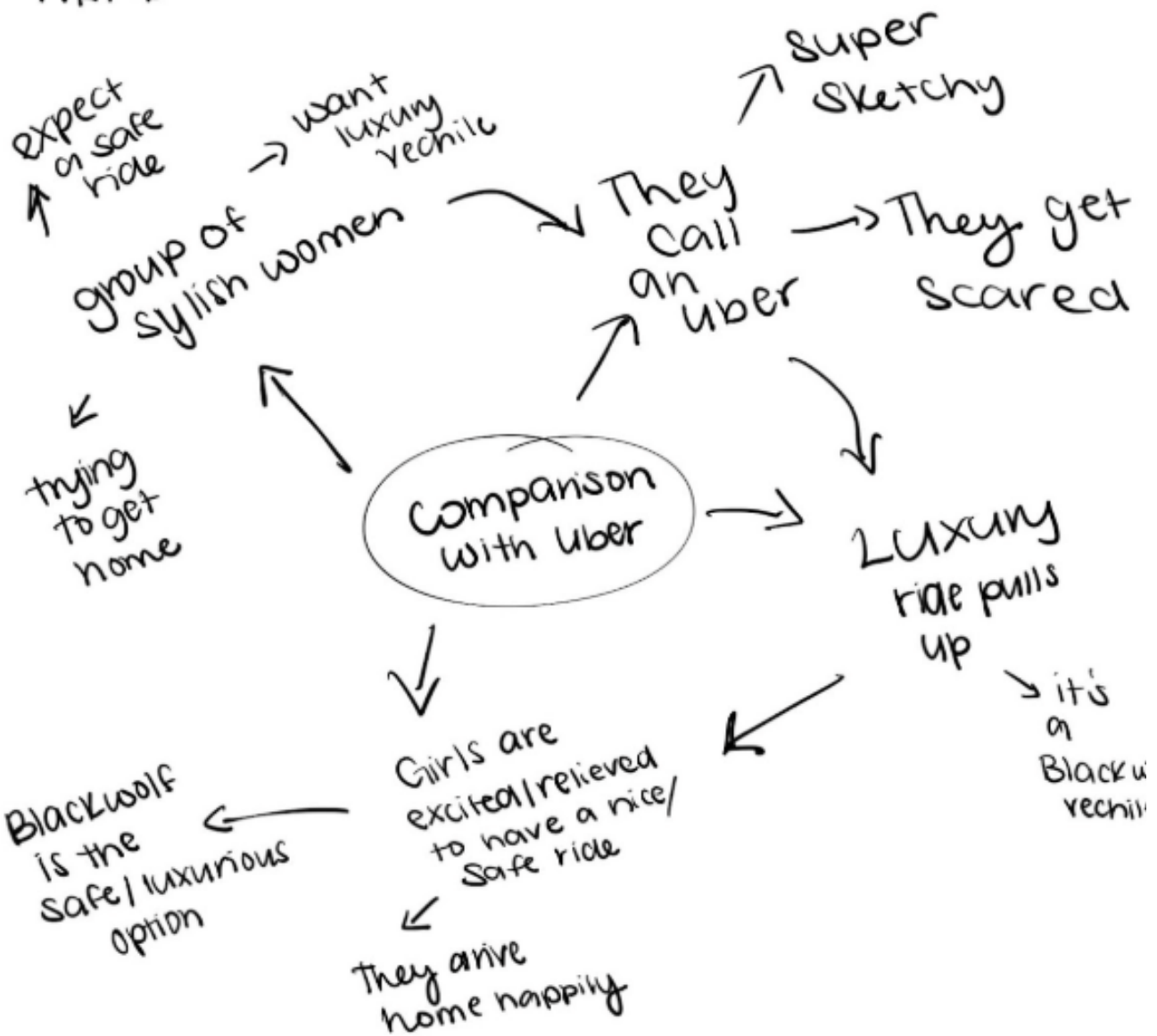
The advertisement appeals to the intended audience through the communication of reassurance and elegance, unlike other rideshare apps. The firm tone will also allude to the company's high level of professionalism. The advertisements will reflect the realities of millions of college students. The use of black and white as well as colored images with darker tones will cause the target audience to relate because the pictures look like their everyday lives.

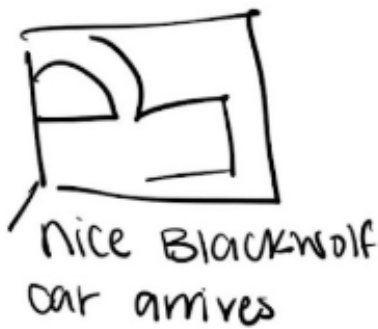
Dynamic

Instagram Reel,
TIKTOK

Concept:

A worry free ride home





SCENE 1



A YOUNG WOMAN STANDS ON THE CURB, GLANCING AT HER PHONE. SHE'S STYLISH BUT LOOKS TIRED, MAYBE AFTER WORK OR A NIGHT OUT.

SCENE 2



A BEAT-UP, RUSTY OLD SEDAN ROLLS UP. THE ENGINE SPUTTERS. ONE HEADLIGHT IS FLICKERING. SHE SQUINTS AT HER PHONE, CONFUSED: THE DRIVER HONKS CASUALLY. SHE HESITATES, CLEARLY UNCOMFORTABLE.

SCENE 3



SHE BACKS AWAY SLOWLY, HOLDING HER BAG CLOSER. TEXT OVERLAY: NOT ALL RIDES ARE CREATED EQUAL.

SCENE 4



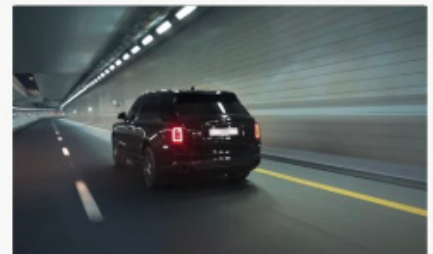
A SLEEK, BLACK SUV GLIDES UP BEHIND THE OLD CAR. CLEAN, TINTED WINDOWS. SMOOTH MUSIC INSIDE. IT'S GIVING LUXURY, SAFETY, RELIEF. THE OLD CAR DRIVES AWAY. SHE OPENS THE SUV DOOR — INTERIOR LIGHTS GLOW. SHE SMILES WITH TOTAL RELIEF.

SCENE 5



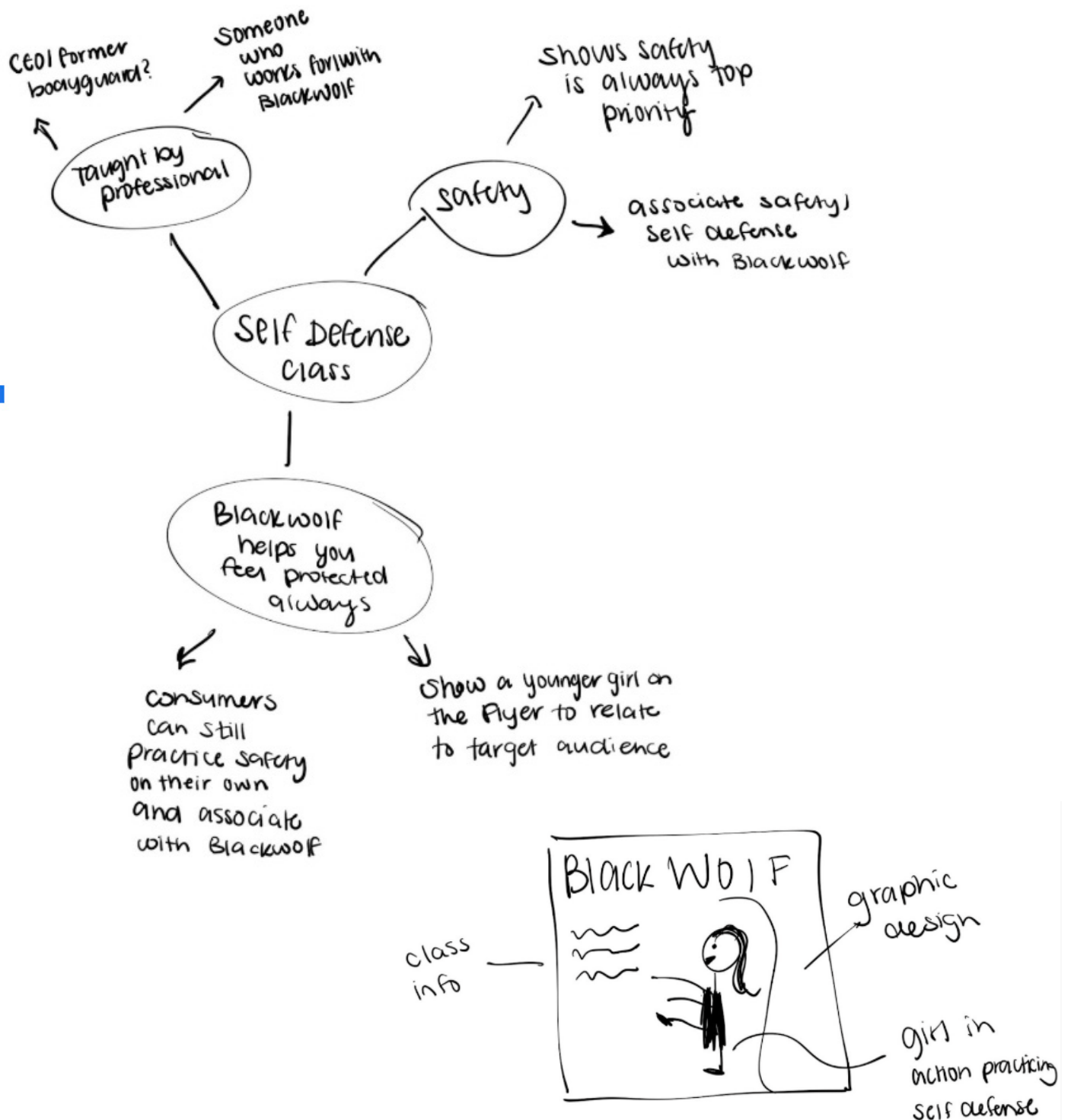
SHE GETS IN. DOOR CLOSES WITH A SATISFYING CLICK. TEXT OVERLAY: CHOOSE COMFORT. CHOOSE SAFETY. CHOOSE BLACKWOLF. BRAND LOGO ANIMATES IN.

SCENE 6



SUV PULLS AWAY SMOOTHLY INTO THE NIGHT.

Wildcard — Self-Defense Class Flyer



BLACKWOLF

*blackwolf cant always be there to keep you safe, but we can teach you to take your safety into your **own hands***

join us for limited time **SELF DEFENSE CLASSES** taught by CEO and former bodyguard **KERRY KINGBROWN**

For more info visit
www.blackwolfapp.com
Follow us on Instagram
[@blackwolfapp](https://www.instagram.com/blackwolfapp)

**SIGN UP
NOW!**



DELIVERABLES

Wildcard

Objective: Consumers should know BlackWolf is a safe rideshare service

Core Message: Safety

Format:

The format for this deliverable will be a flyer. We intend to hang this up around big cities as well as send the flyer to BlackWolf users digitally. Using a flyer is a unique, physical way to grab the attention of our target audience. 89% of people remember receiving a flyer, more than any other form of advertising (Krafft, 2024). This will make our self-defense class stand out more than it would if it was just simply posted on Instagram or on a larger scale like a billboard. The flyer aspect makes it personal, it lets each consumer feel personally invited to the self-defense class. 88% of companies polled said flyer distribution increased the company's services and products (Krafft, 2024). A consumer seeing this flyer out and about will catch their eye and show them that BlackWolf as a company greatly prioritizes the safety of their clients and will attract consumers who value this.

Message Strategy Principles:

Have a Good Understanding of the Target Audience: To understand your target audience is essential in all advertising efforts. Knowing their needs and values will allow marketers to connect with their consumers. BlackWolf's audience is concerned with their safety, so having a self defense class provided by BlackWolf will help the consumers practice safety and associate BlackWolf with a service that will make women feel strong and protected.

Feeding the Content Beast: Companies need to keep fresh content. You'll need a powerful content strategy—an approach to curating and developing content for your site. By hosting a self defense class, BlackWolf will have a fresh new approach to subtly advertise their services. This unique approach will keep the brand at the top of the mind of the consumers. This flyer will be published virtually and also hung up in cities BlackWolf is available in to give the target audience many different ways to view this opportunity.

-Humanizing your message: The textbook says to personalize your message. Make it about the audience and connect as soon as possible with their wants and needs; then make it as easy as possible to fulfill those desires. In this self-defense flyer, we do this by calling out BlackWolf's priority of safety. This shows the audience we connect with their need for a safe rideshare experience as well as safety in their day-to-day lives. Also including an image of a young girl on the flyer will allow the target audience to see themselves attending the class and further connect with the brand's goal of safety.

Target Audience Connections:

This graphic will attract the target audience in various ways. First off, the flyer pictures a young girl doing a self-defense class. By using a picture of someone similar to our target audience, this will attract consumers of this audience since they will see themselves in the advertisement they will be more likely to show interest. The message of empowerment will show girls they are capable and able to protect themselves. This will have them look at BlackWolf in a positive light since the company doesn't only protect them in the rideshare space but in general. Also, the credibility of BlackWolf being a professional company makes the class more appealing and trustworthy. On the flyer, the colors black, white, and red are used, these align with the brand since their colors are black and white, red was also used to symbolize power, strength, and confidence. These are all feelings BlackWolf aims to give women after the self-defense class. BlackWolf also aims to attract the target audience through the design elements in the graphic. There is a design of the wolf in BlackWolf being repeated in a different color. This gives an aesthetically pleasing look while also being eye-catching. This design should attract young women since it's nice to look at, this will catch our target audience's eye so they will notice the flyer and continue to read more.

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