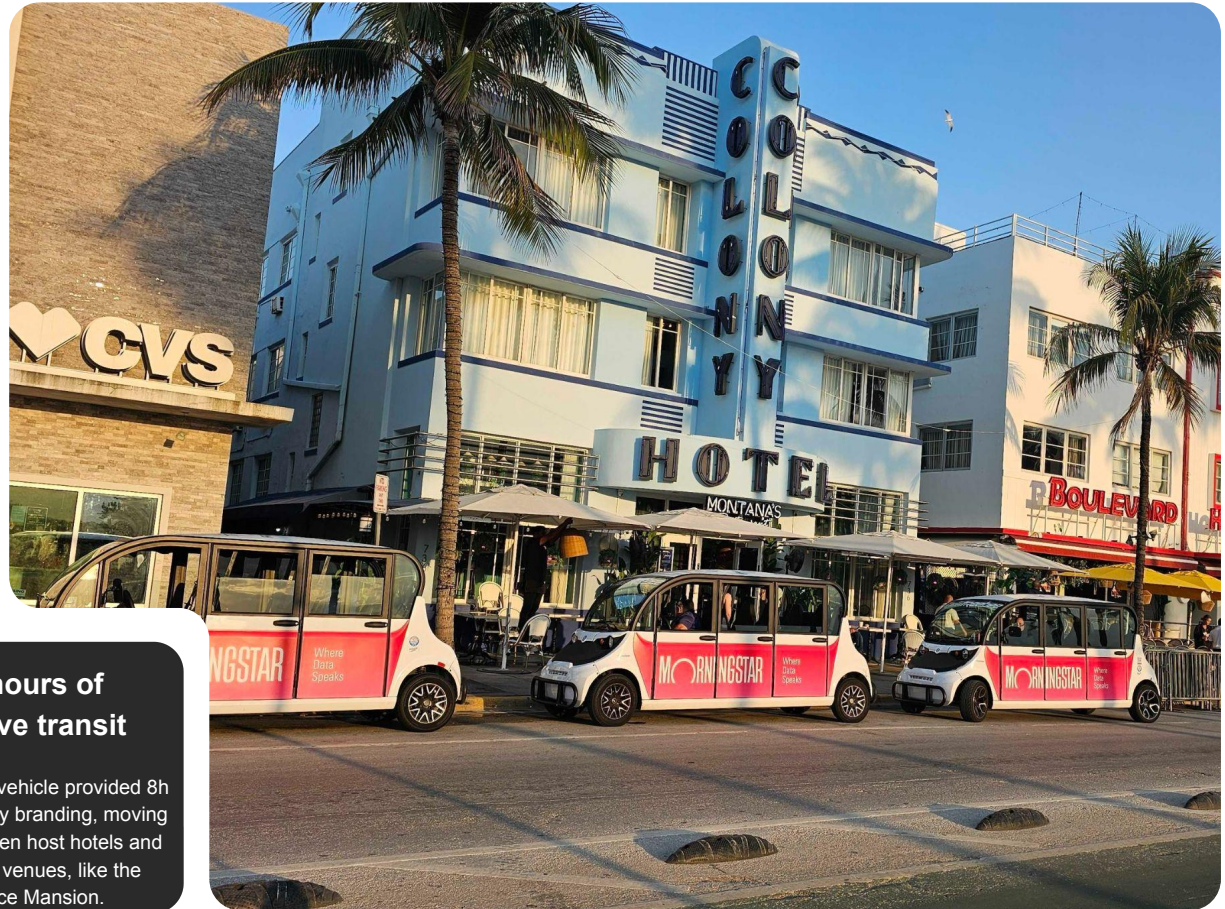


# Morningstar: Moving the Market at FutureProof Citywide

To amplify brand visibility and energize the high-profile audience at FutureProof Citywide, Morningstar partnered with billups and Mediassociates to deliver a striking mobile OOH activation across Miami Beach. Navigating the logistical challenges of a multi-venue conference, the team moved beyond standard placements to launch a branded fleet of five GEM electric vehicles. By syncing a strict ride schedule with the event's programming, we provided a premium transit service that turned every trip into a high-impact brand experience.

**The result** — A highly visible brand moment that reinforced Morningstar's presence throughout the 4-day takeover, blending mobile scale with real-world utility to transport nearly 500 passengers across the South Beach circuit.



**500 individual passenger rides**

High-value, direct engagement through personal transportation service for attendees.

**4-day mobile domination**

Intense, high-frequency visibility throughout the peak of the FutureProof event schedule.

**32 hours of active transit**

Each vehicle provided 8h of daily branding, moving between host hotels and iconic venues, like the Versace Mansion.