

ROBOTAXIS: THE NEXT AD SPACE?

When the driver disappears, who owns the passenger's attention?



SWIPE TO LEARN MORE



A MOVING DIGITAL ENVIRONMENT

Every robotaxi is powered by sensors, software, and screens.



CAMERAS



See and interpret
the road



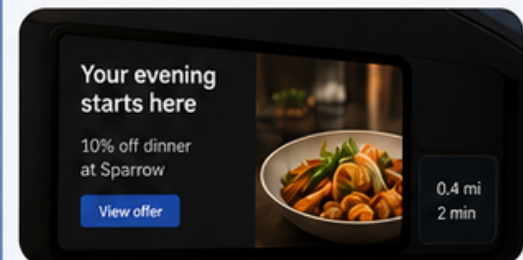
ROUTING



Plans the route
and stops



SCREENS



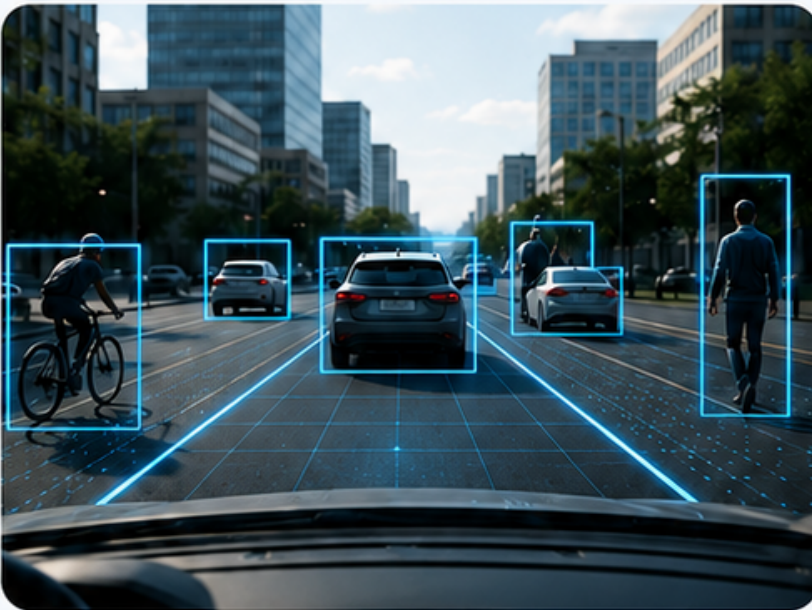
Captures passenger
attention

HOW THE AI DRIVES

The car constantly reads its surroundings and reacts in real time.

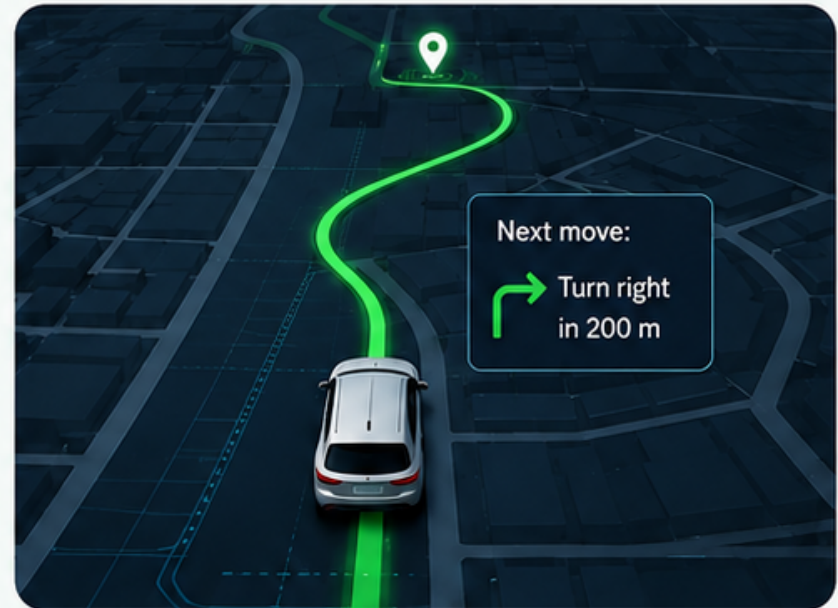
Every movement follows three AI-powered steps.

THE CAR SEES



- ✓ Perception
- ✓ Object Detection
- ✓ Road Awareness

THE AI DECIDES



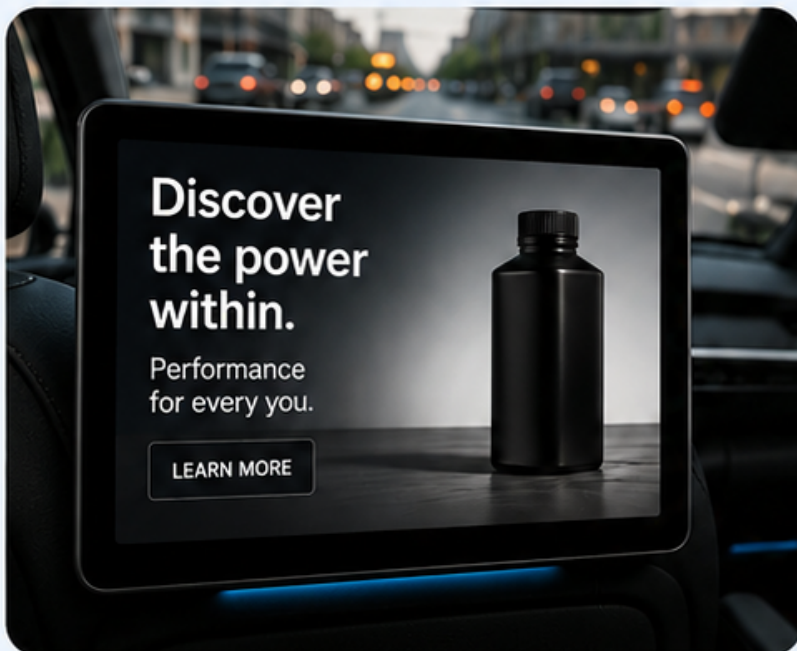
- ✓ Prediction
- ✓ Path Planning
- ✓ Real-Time Decisions

ADS THAT FOLLOW THE RIDE

Robotaxis could use trip context to make ads more relevant.

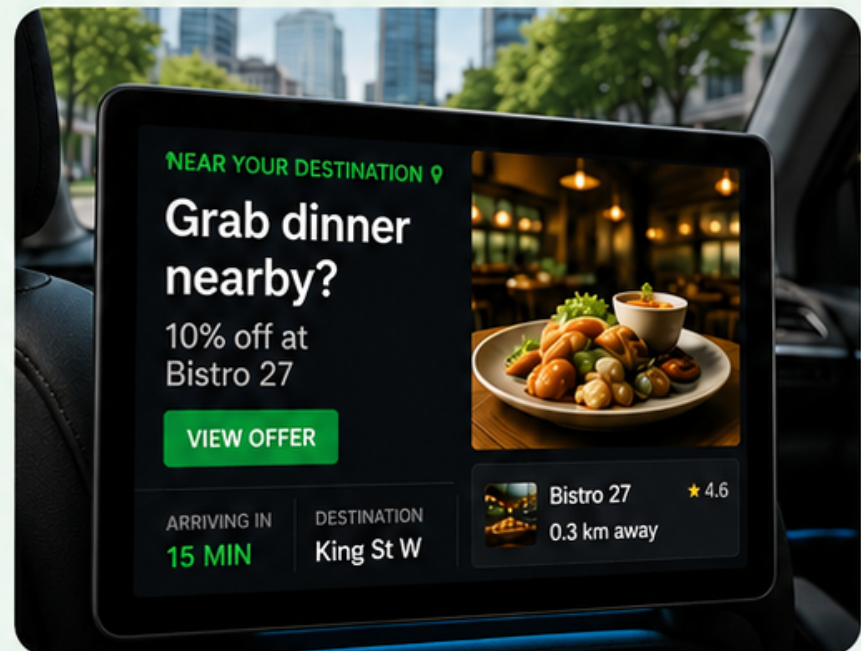
The message changes based on where the passenger is going.

TRADITIONAL ADS



- ✗ Same for everyone
- ✗ Broad targeting
- ✗ Easy to ignore

IN-RIDE ADS



- ✓ Location-aware
- ✓ Time-sensitive
- ✓ Destination-based

CHINA'S ROBOTAXI LEAD

Chinese operators offer an early look at where autonomous travel is heading.

apollo
GO

Apollo Go
Scale-Led



Baidu's robotaxi service is already carrying passengers across multiple Chinese cities.

pony
.ai

Pony.ai
Technology-Led



Pony.ai is expanding commercial driverless taxi services and testing larger autonomous fleets.

W
WeRide

WeRide
Expansion-Led



WeRide operates autonomous mobility services across several cities and international markets.



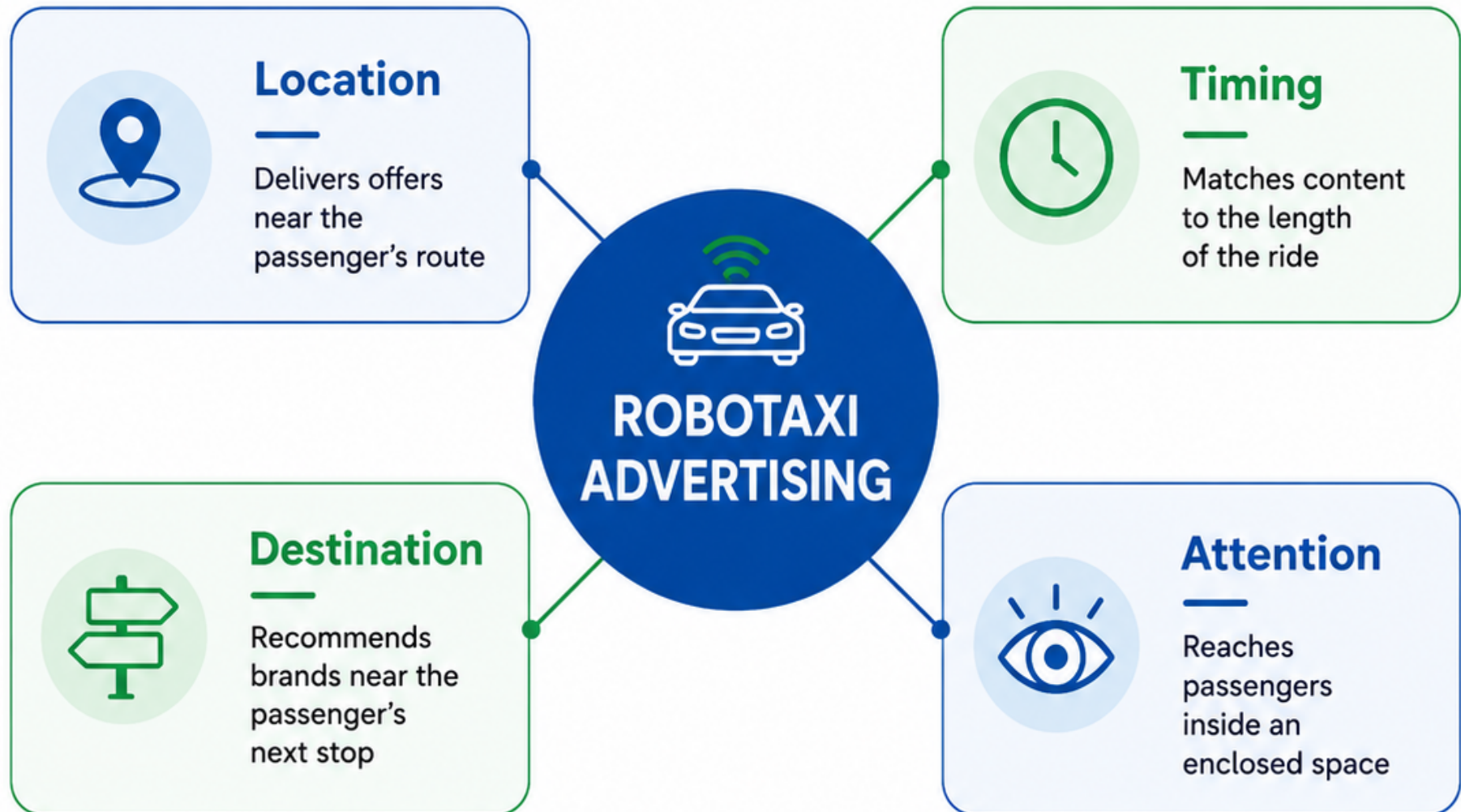
THE AD OPPORTUNITY
Media-Led



Passenger screens and longer ride times could turn robotaxis into a new space for contextual advertising.

WHY BRANDS SHOULD CARE

*Robotaxis could turn every trip into
a new advertising opportunity.*



**The more a robotaxi understands the trip,
the more relevant its advertising can become.**

QUESTIONS MARKETERS SHOULD ASK

Before advertising enters robotaxis, brands need to define the experience.

How much passenger data should advertisers use?

When does personalization become intrusive?

How can passengers control or skip the ads?



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