



## Make an Impact On Earth Day 2022.

79% of consumers are changing their purchase preferences based on sustainability (CapGemini, 2021). In 2022, consumers will care about sustainability more than ever. Next Earth Day, showcase your commitment to the environment with Volta, the only premium media platform that effortlessly associates your brand with sustainability. Volta's electric vehicle charging network delivers a high-impact, dynamic canvas to brands in communities across the country, increasing brand metrics from awareness to purchase intent.

### A one-day, once-a-year opportunity.

This is a one-day opportunity to display your brand's commitment to the environment that will be noticed by Conscious Consumers in all Volta DMAs.

We also offer the opportunity to kick off your campaign ahead of Earth Day to achieve your campaign objectives. We can provide Volta's marks and logos to promote your brand's Earth Day campaign.

[Get in touch](#)

#### Earth Day Package:

- Flight: 1-day takeover (with possibility of extension)
- National or local coverage
- 100%, 50% or 25% SOV options\*

\*contingent on available inventory

#### All Packages Include:

- Highly targeted, storefront station locations
- Guaranteed, Geopath-audited impressions
- Custom brand activation packages
- Volta partner marketing program
- Customized environmental impact report

### Drive Your Growth

Unparalleled access to the Conscious Consumer, driving greater awareness, retention and purchase intent.

**+143%**

Increase in  
Unaided  
Awareness

**+127%**

Increase in  
First Choice

**+44%**

Increase in  
Purchase  
Intent

Source: 3rd Party Brand Study Benchmarks