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## Campaign Overview

# "My Favorite Uber Driver"

Pricing

Get a fare estimate

- Enter pickup location

- Enter destination

- Enter your favorite driver's name

- Reestablish the Trust**
- Reestablish the Credibility**
- Safety Concerns**





## Business Goals

1

Improve brand perception  
Through the addition of new rider features

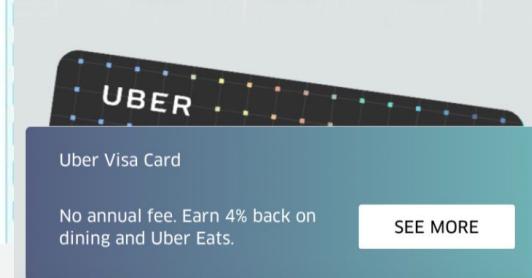
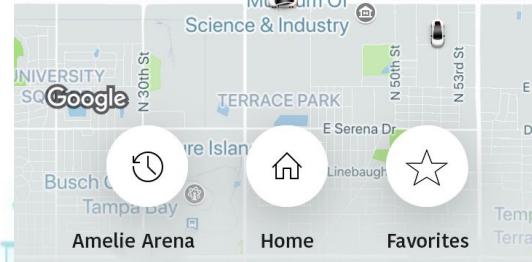
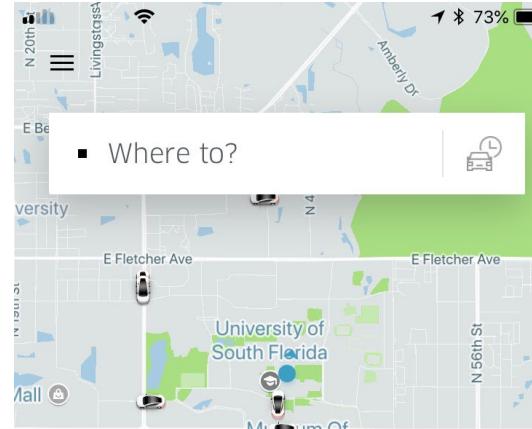
2

Secure a Competitive Advantage  
By providing a unique feature not found  
in other brands or transportation services.



## Business Objectives

- ❑ Initiate Favorite Drivers Feature
- ❑ Make Ourselves Unique From Our Competition
- ❑ Schedule Your Favorite Drivers Ahead Of Time
- ❑ Initiate Friend Favorites Feature



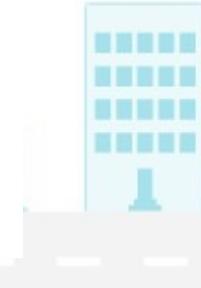
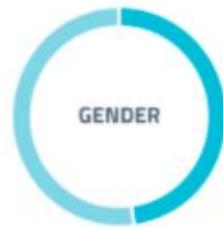


## Target Audience/Segmentation: Demographics

### The Demographics of Uber's US Users

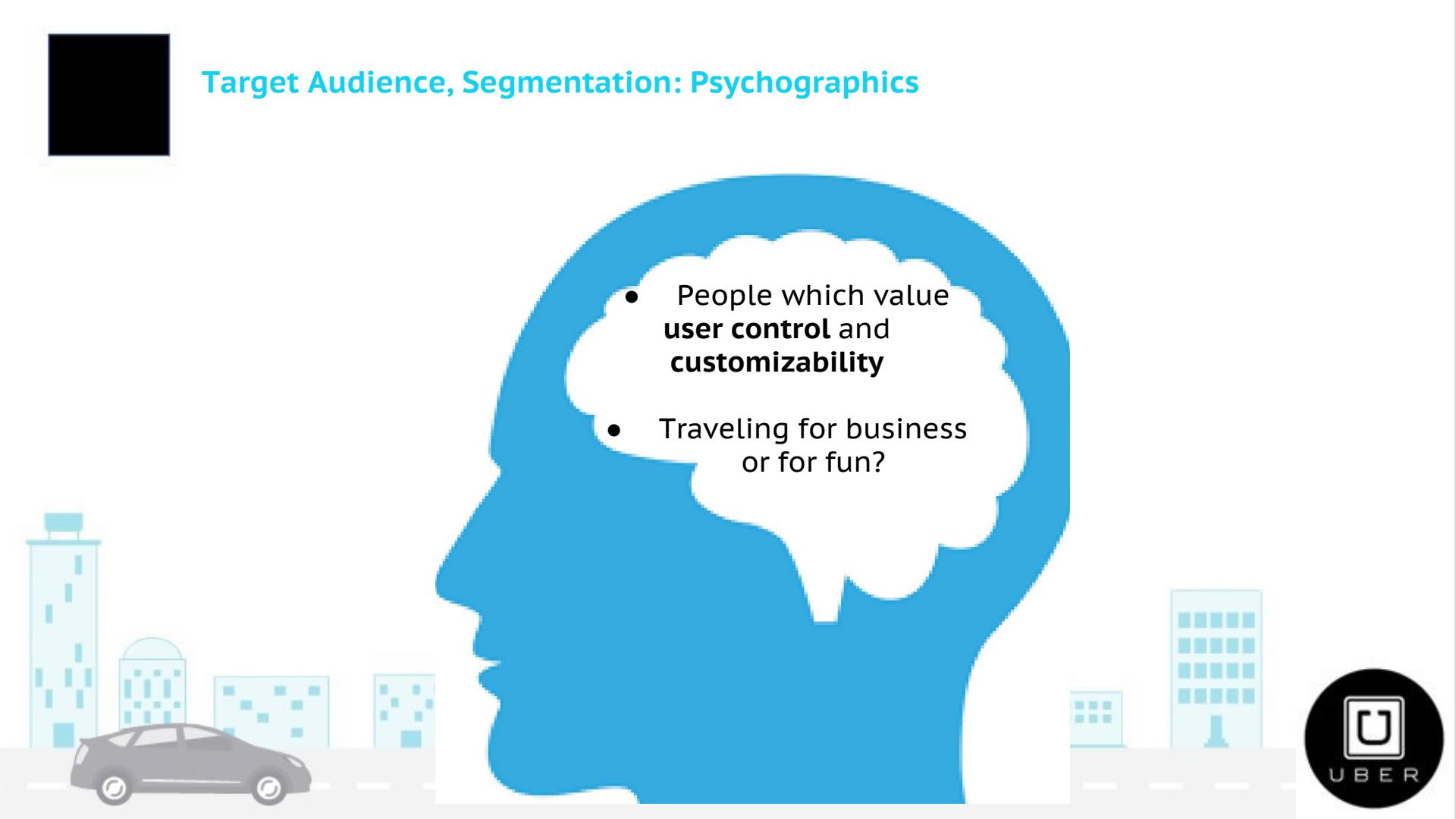
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Uber's US Users Split By...





## Target Audience, Segmentation: Psychographics

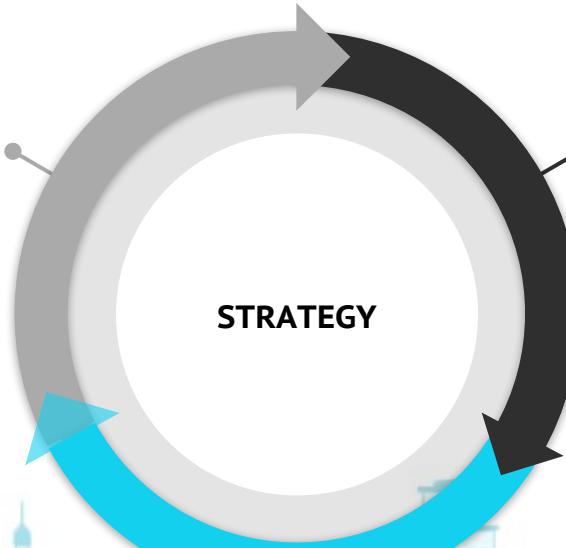


- People which value **user control** and **customizability**
- Traveling for business or for fun?



## Strategy

Establishing  
a community of  
users through  
“sharing” drivers



Position ourselves as  
the premier  
transportation app

Giving users a  
sense of trust  
and  
accountability  
through the new  
feature





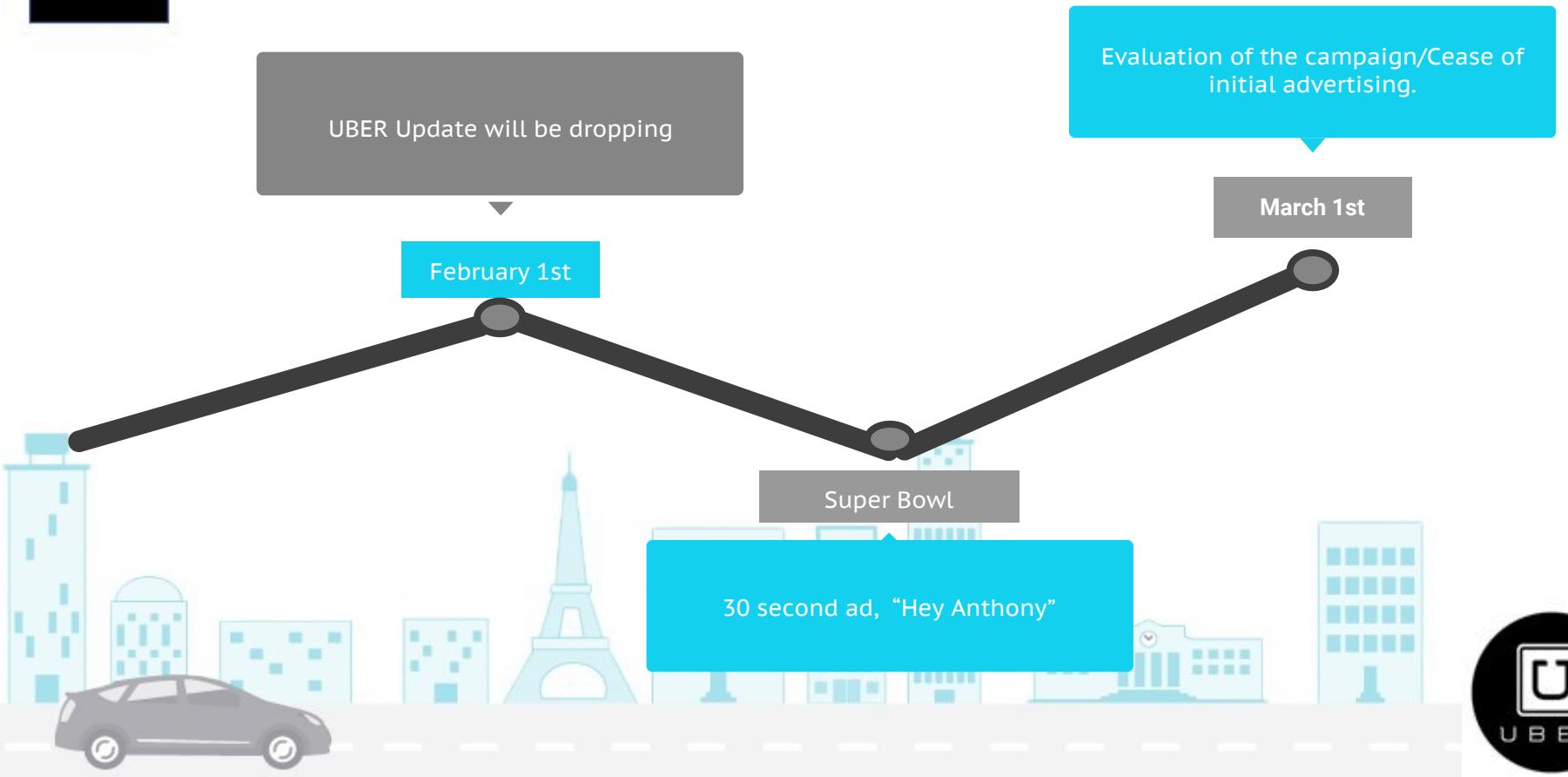
## Key Compelling Message

“Choose your driver,  
choose your ride. An  
experience sure to  
satisfy!”





## Timing





## Media and Deliverables



UBER App



www.uber.com

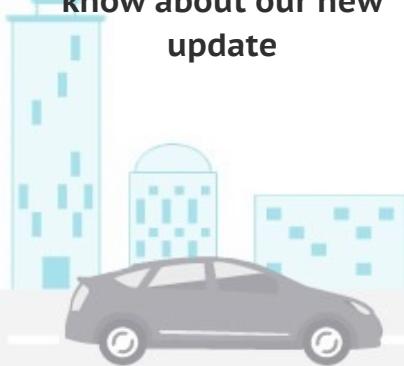


UBER@uberfavorite.com



#UBERfavorite

Send notifications to all phones that have Uber Downloaded to let them know about our new update

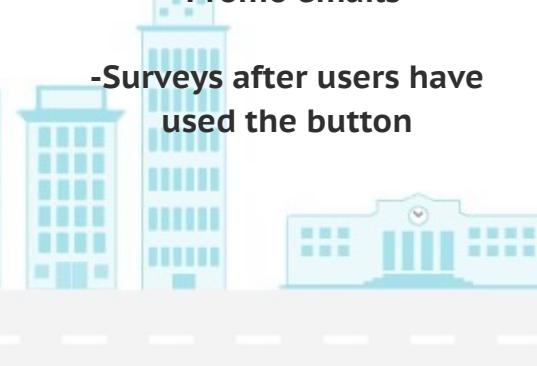


Promote campaign on the home page



-Send one email to every registered user

-Promo emails  
-Surveys after users have used the button



-Advertising on social media portals

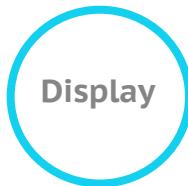
-Decrease safety concerns

-Share users experience





## Media and Deliverables



Advertising

Airport Ramp Ad



New features

- Promote the new Favorite Button
- Post the video on all forms of social media
- "Hey Anthony"



Free ride!

- First 100 users to use the favorite driver option will get a free ride (\$20 max)



## Budget

Facebook Sponsored Ad	\$37,500 (150 mil impressions)
Commercial Production Cost	\$400k
Twitter Ad	\$6 mil (200k/day/30 days)
Instagram Ad	\$750k (150 mil impressions)
Super Bowl Ad	\$5 mil /30sec
Airport Ramp Ad	\$10.5 mil (Top 10 airports/35k per day/30 days)
Software Development	\$ 250k (highest budgeted software cost)
<b>TOTAL Campaign Cost for one month</b>	<b>\$ 22,937,500</b>

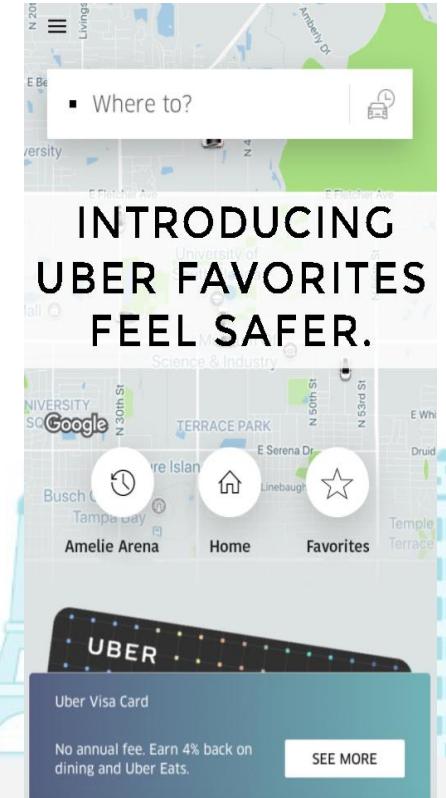


# Airport Ramp



## Closer Look

UBER  
FAVORITE YOUR DRIVER.



SAFE. SECURE. SELECTED.



UBER

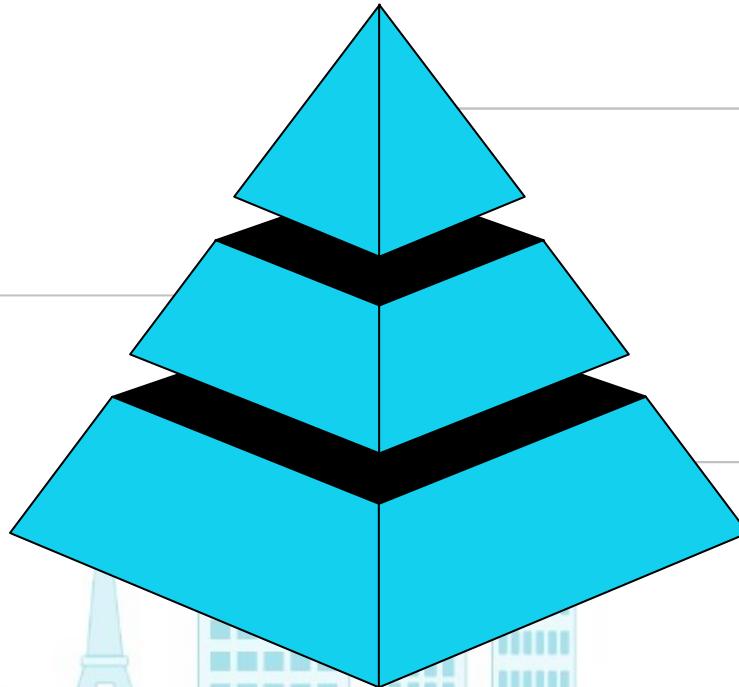
CHOOSE YOUR DRIVER, CHOOSE YOUR RIDE.





## Measurement of Success

**Social Media:**  
Increase engagement rates with our new campaign



1 How many times the new feature is used over the course of its debut month

2 A decrease in safety concerns





## Tactics

1

### DRIVER INCENTIVE PROGRAM

Drivers have the opportunity to make an extra 5% profit per ride if they reach up to 25 “Favorite” people’s driver.

2

### COMMERCIAL

- Youtube
- Twitter
- Instagram
- Facebook
- Super Bowl TV ad

3

### TUTORIAL

An in-app tutorial will guide users through our new feature as well as promote it!

4

### AIRPORT AD

Airplane bridge advertisement.





**“Think big...**  
It's not just about building  
for your city or country but,  
now is the time when  
innovation is going global.”

Travis Kalanick (founder of Uber)

