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Campaign Overview

"My Favorite Uber Driver"

Pricing

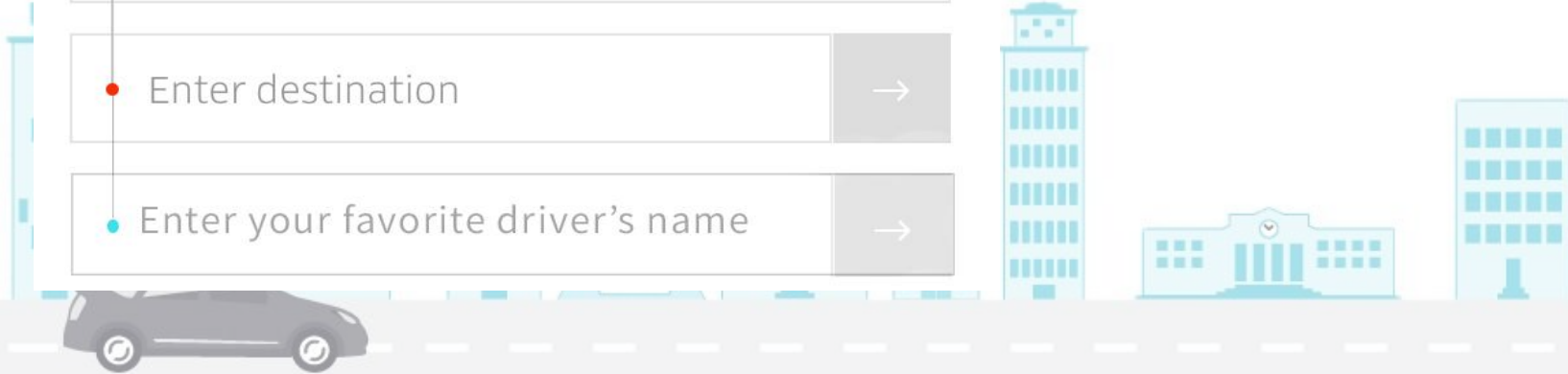
Get a fare estimate

● 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

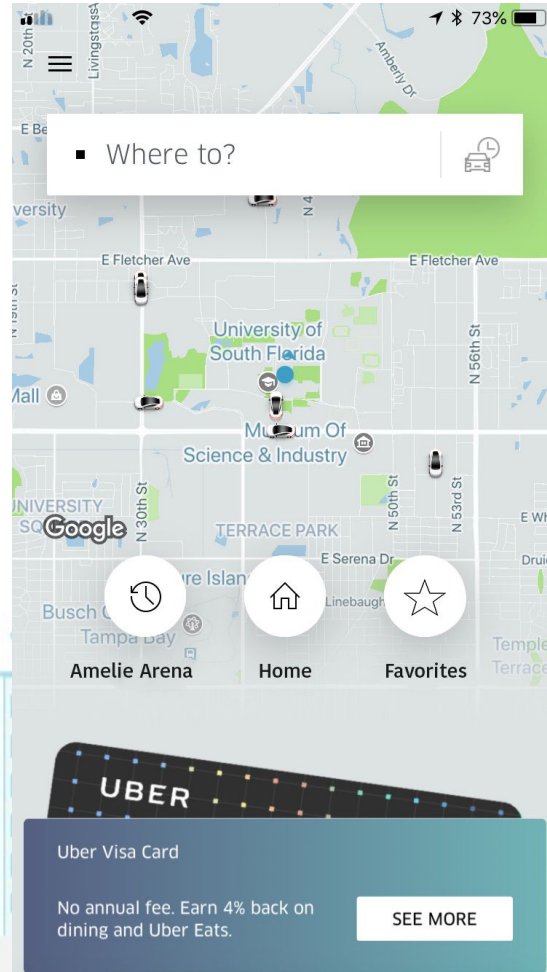
2

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



Business Objectives

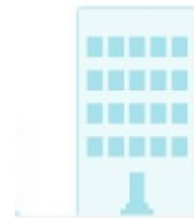
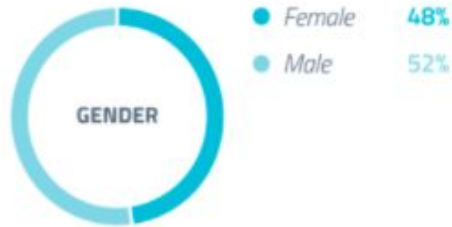
- ❑ Initiate Favorite Drivers Feature
- ❑ Make Ourselves Unique From Our Competition
- ❑ Schedule Your Favorite Drivers Ahead Of Time
- ❑ Initiate Friend Favorites Feature



Target Audience/Segmentation: Demographics

The Demographics of Uber's US Users

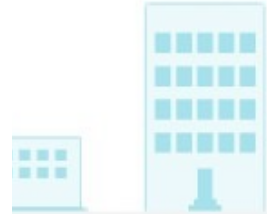
Uber's US Users Split By...





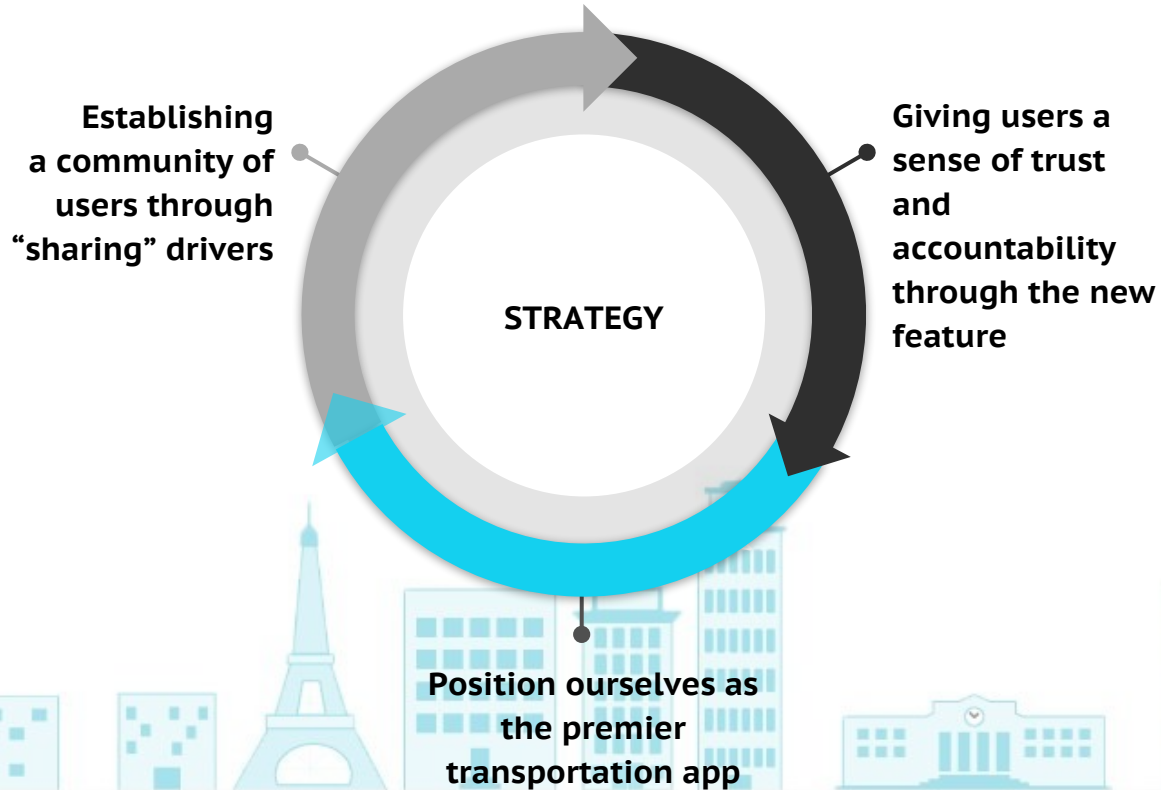
Target Audience, Segmentation: Psychographics

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





Strategy





Key Compelling Message

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





Timing

UBER Update will be dropping

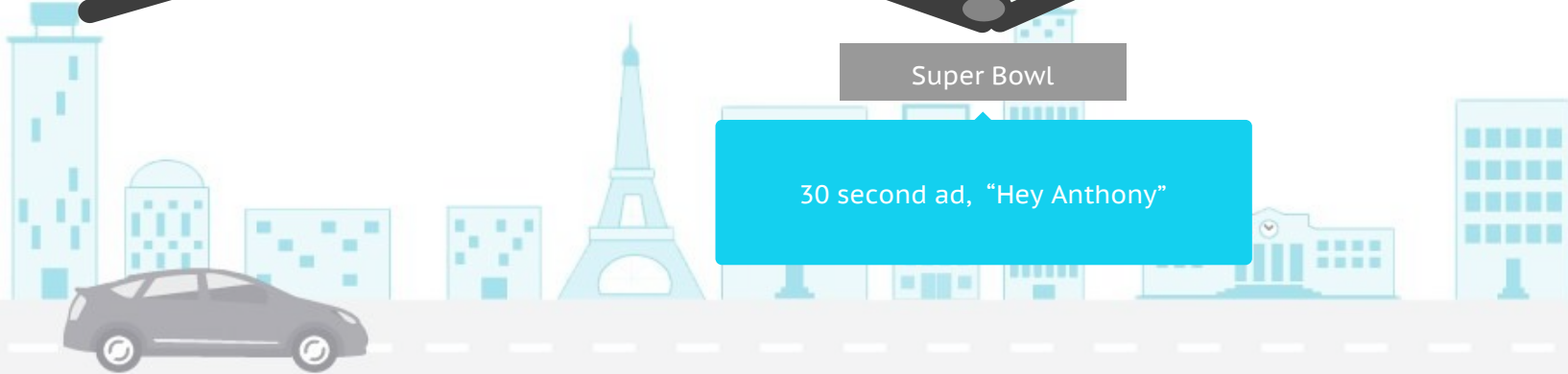
February 1st

Evaluation of the campaign/Cease of initial advertising.

March 1st

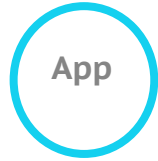
Super Bowl

30 second ad, "Hey Anthony"





Media and Deliverables



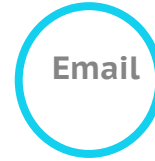
UBER App

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



www.uber.com

Promote campaign on the home page



UBER@uberfavorite.com

-Send one email to every registered user

-Promo emails
-Surveys after users have used the button



#UBERfavorite

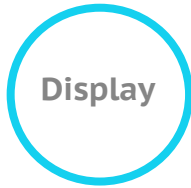
-Advertising on social media portals

-Decrease safety concerns
-Share users experience





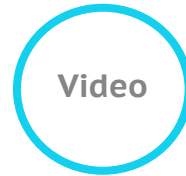
Media and Deliverables



Advertising

Airport Ramp Ad

Social media/Super Bowl



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)
TOTAL Campaign Cost for one month	\$ 22,937,500



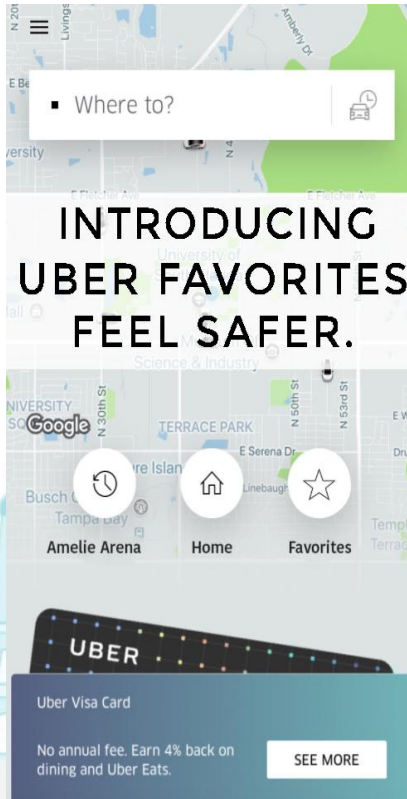
Airport Ramp



Closer Look

UBER

FAVORITE YOUR DRIVER.



SAFE. SECURE. SELECTED.



UBER

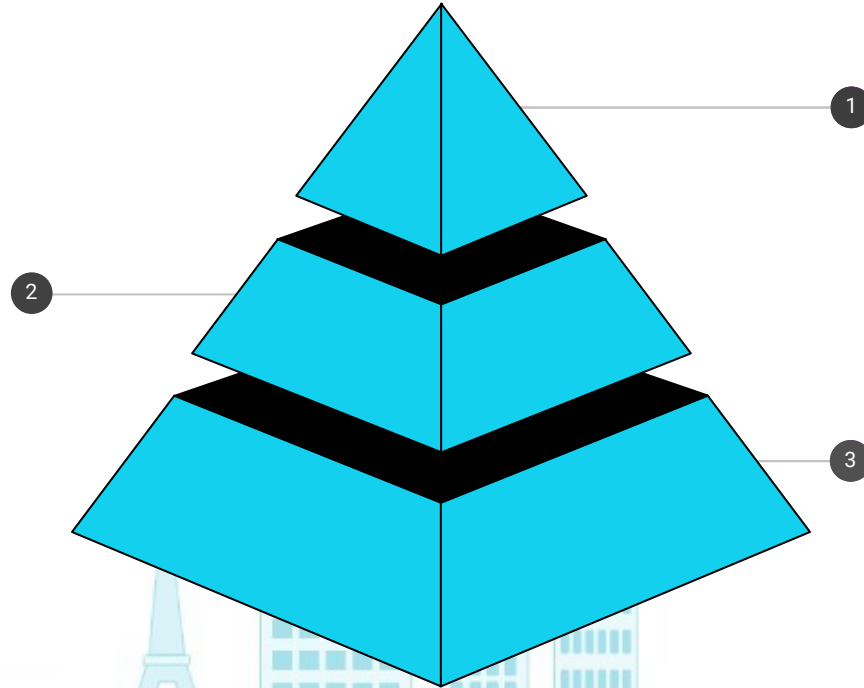
CHOOSE YOUR DRIVER. CHOOSE YOUR RIDE.





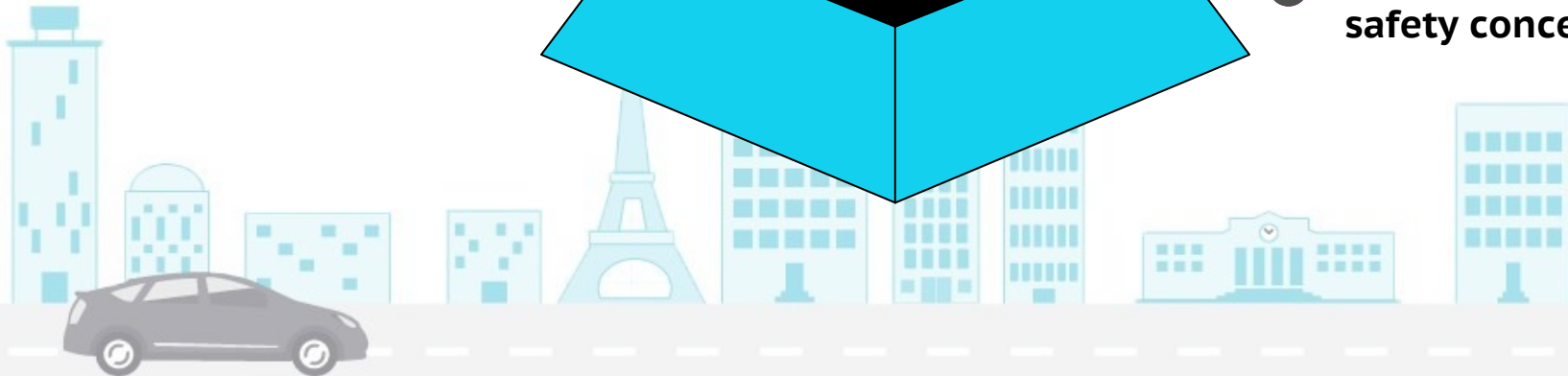
Measurement of Success

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



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

**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)

