TABLE OF CONTENT

ABOUT

JEERY

"WORK LOCAL! FOR LOCAL"

- solve potential problems

- build brand awareness

- achieve marketing success

MARKETING TEAM

RACHAEL ZEIGER

Marketing Specialist

ERICA BECHARD

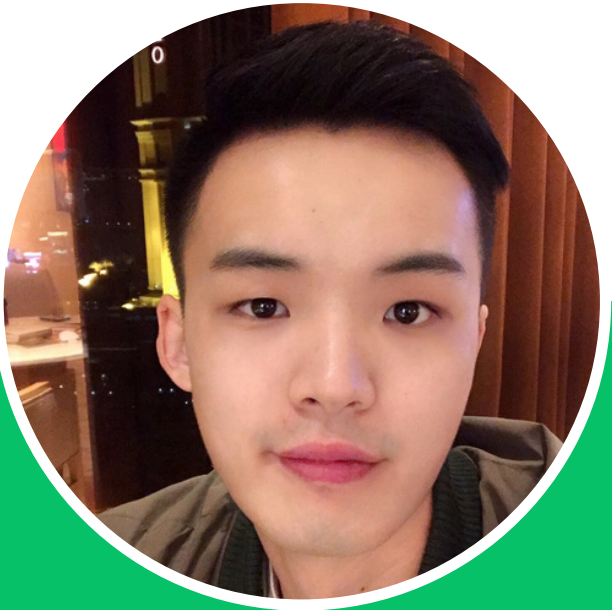Public Relations

YUNFEN HUANG

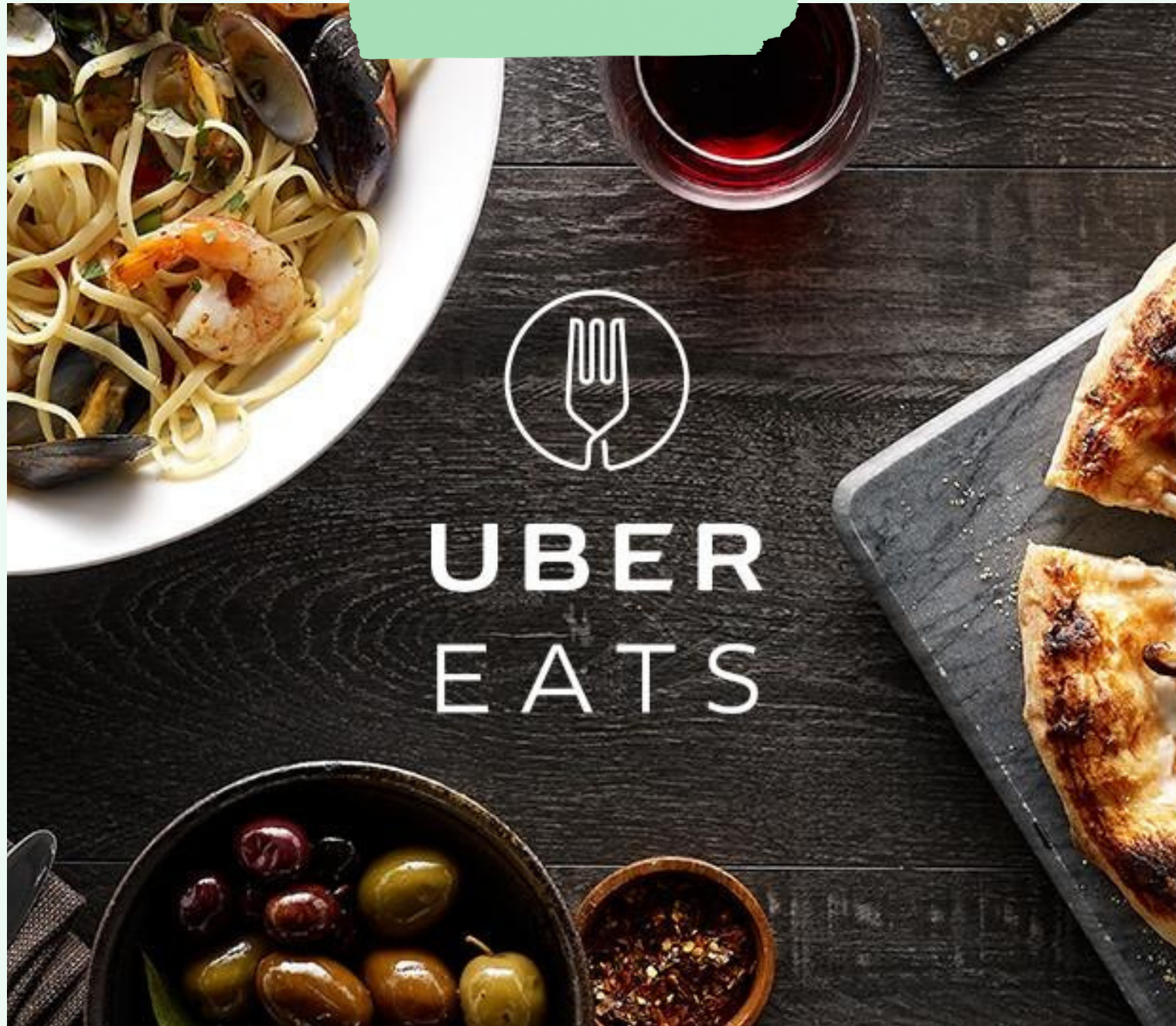Visual Designer

JASON ESTRADA

Brand Strategist

ELMO LI

Content Marketer

MEET THE CLIENT

Origin and Discovery

Uber Eats began in August 2014. The online food delivery service is one of the top competitors in the industry.

Users can order almost anything in the app from fast food to household goods and have it delivered in a short amount of time.

BRAND STORY

Status Quo: Consumers order delivery service through individual restaurants/businesses with in-house delivery drivers or by traveling to pick up their order.
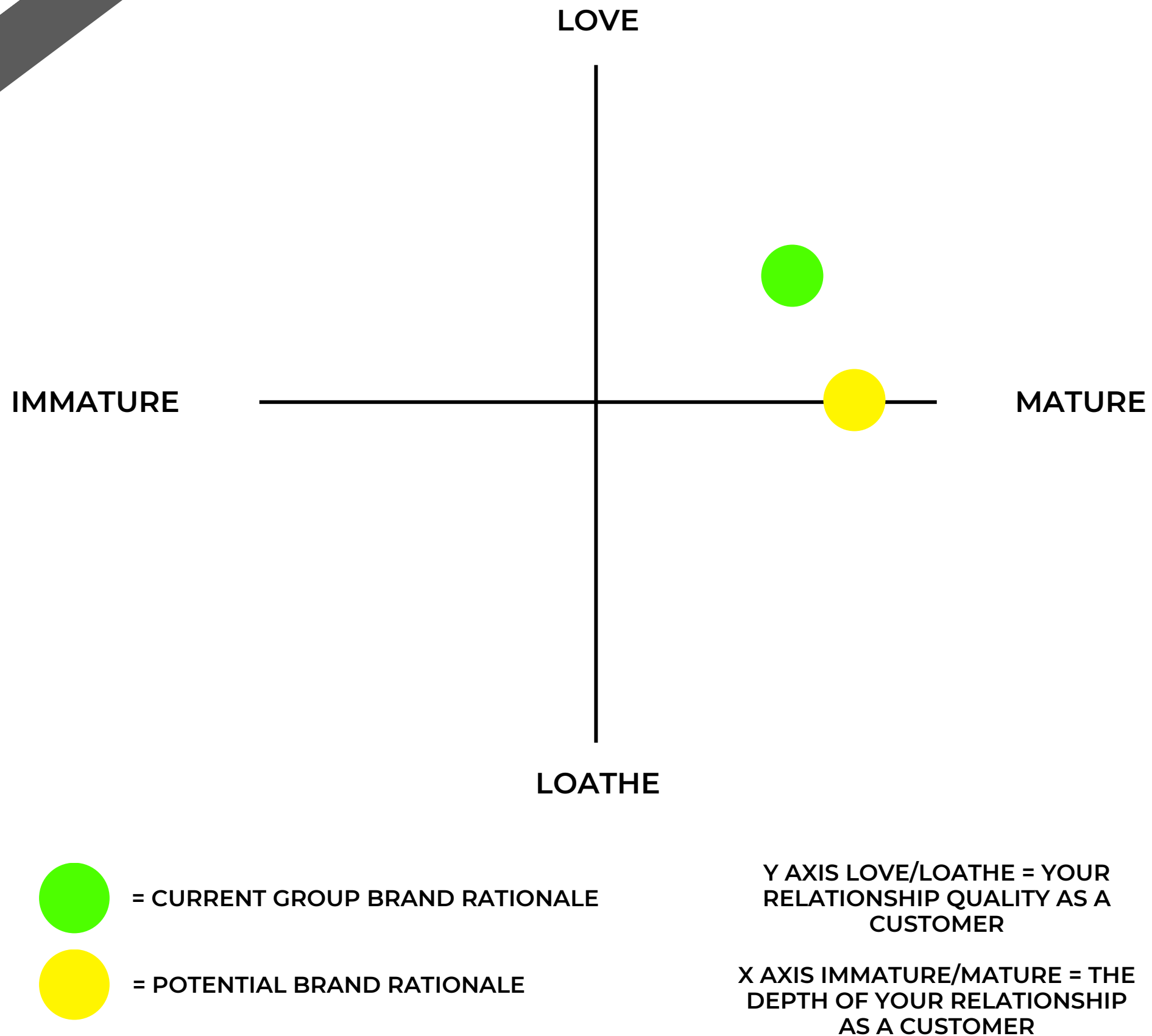
Conflict: Consumers want fast, convenient delivery of products/food with a universal courier, rather than being limited to a single business's delivery options.

Resolution: Uber Eats offers a streamlined delivery service where the consumer does not need to leave their home.

BRAND LOVE

LOVE

IMMATURE ——————|—————— MATURE

LOATHE

⬤ = CURRENT GROUP BRAND RATIONALE

⬤ = POTENTIAL BRAND RATIONALE

Y AXIS LOVE/LOATHE = YOUR RELATIONSHIP QUALITY AS A CUSTOMER

X AXIS IMMATURE/MATURE = THE DEPTH OF YOUR RELATIONSHIP AS A CUSTOMER

- **Love:**
  - Customers are satisfied enough to use the service.
  - Potential Love Decline:
    - delivery charges
    - The unavailability of desired venues or products

- **Mature:**
  - Uber Eats began in 2014.
  - Uber has been around since 2009.
  - Users who established brand loyalty with Uber
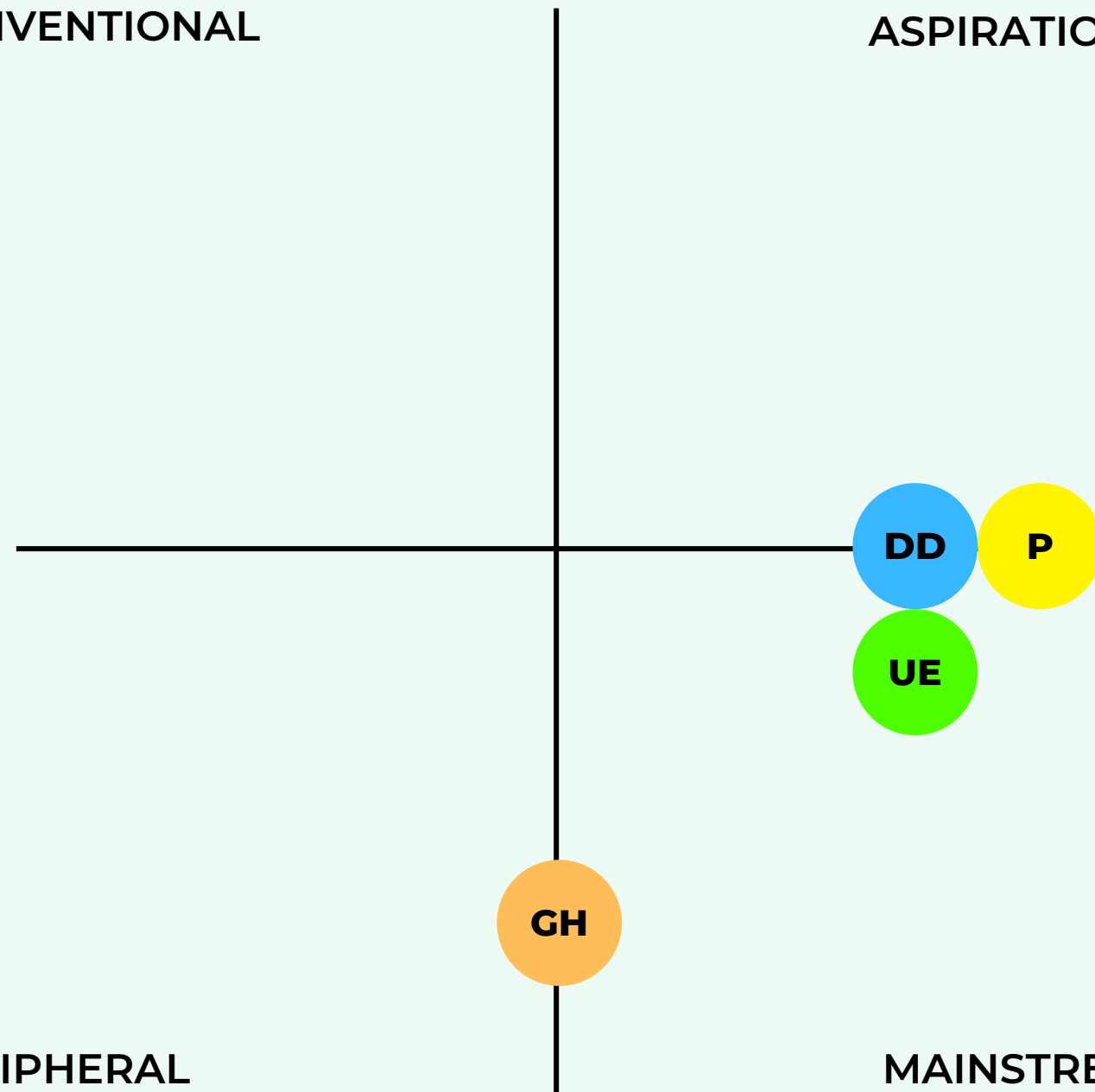   => more mature experience with the Uber Eats app.

- **Future:**
  - Declined due to fewer pandemic restrictions
  - Rising Inflation.

CENTRALITY-DISTINCTIVENESS

UNCONVENTIONAL   ASPIRATIONAL

DD   P

UE

GH

PERIPHERAL   MAINSTREAM

DD - DOOR DASH
GH - GRUB HUB
UE - UBER EATS   Y AXIS - DISTINCTIVENESS
P - UE POTENTIAL   X AXIS - CENTRALITY

- **Distinctiveness:**
  - Not very distinctive.
  - Most food delivery apps/services have the same function and format.
  - Innovative features are also found in other delivery apps

- **Mainstream:**
  - UberEats tied to the ride-share app uber
    => Potentially heightening credibility or trustworthiness
  - Not enough to call it "aspirational"

- **Future:**
  - Develops unique strategies that can not be replicated
    =>distinctiveness and centrality can increase.

PERSONA

Age: 33

Gender: Female

Location: Los Angeles, CA (Travel around the states)

Education: Bachelor's Diploma

Employment: Professional Photographer

Income: $70k/year (various by case volume)

Marital Status: Married

Interests: Painting, Digital Drawing, Local Community Engagement, Social Activism

HAYLEE

MARKETING OVERVIEW

Identified Customer Problem:

The customer experiences a lack of exposure to local restaurants/small businesses within the app.

Target Audience

Target Segments:
18-35 year olds in the U.S., all genders, students and professionals, $20k+ income, people who prioritize shopping local/small businesses, active in their communities.

Cultural Context:
"Post-Pandemic" Economy (Inflation)

CAMPAIGN

Local Here. Local Now.

- ## Communication Goal
  Sustaining brand awareness to increase customer exposure to local, small businesses on UberEats.

- ## Communication Message
  "Discover the flavors of your local community by supporting small businesses."

- ## Media Channels

Uber Eats app	Hulu
Social Media	*Youtube
*Instagram	*HBO
*Facebook	Notifications
*Snapchat	Influencer
*TikTok	Marketing
Streaming Ads	Website

CAMPAIGN

Local Here. Local Now.

- **Budget**

  16.6 Million (10% of Annual Marketing Budget) with $10 Million to be spent on advertisements.

- **Communication Mix**

  Owned: Application, Website
  Paid: Streaming Ads, Influencer Marketing, Video Production
  Earned: Social Media, Influencer Marketing, Website, Articles

- **Campaign Change Management**

  The core messages won't change but maybe a little change through seasonal topics or for any new business joining in in the future. New tactics would be considered as platforms evolve and competition arises.

#SOCIAL MEDIA CHALLENGE


#LocalHereLocalNow

- **Concept**
  - Month-long Instagram challenge to encourage UberEats customers to try different local small restaurants.
  - Customers must follow UberEats and at least one featured small business on Instagram, and post a story tagging both.
  - One weekly winner (free Uber One pass for one year)
- **Key Tools**
  - City-Based Influencer Marketing
  - Instagram takeovers

- **Impact**
  - TikTok Launch
  - User Awareness of UberEats
  - Customer Awareness of Local Small Businesses
  - Acquire Public Interest to attract new users
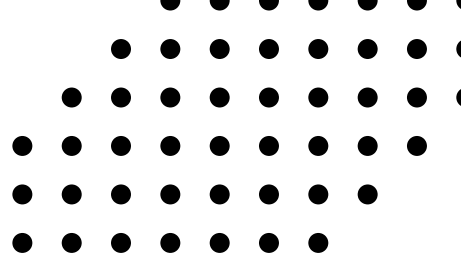
Metrics and Tactics

Deliverables

- Social Media Account Content
  - TikTok/Instagram - Reels
  - YouTube/Snapchat - Shorts
  - TikTok/Instagram/Facebook/Snapchat - 24 HR Stories
  - All Channels - Ads
- Streaming Platforms
  - TV/YouTube/Hulu/Peacock/HBO max/etc. - 5, 15, 30 second ad
  - Spotify - Audio 30 second Ad
  - Podcast Creators Ads
- In-app newsletters, notifications, etc.
- E-mails to current distribution

Key Performance Indicators

- 5-7% increase in new impressions on small businesses pages within app
- 5-7% increase in sales with small business that have a "Small Business" Label
- 10,000 uses of #localherelocalnow
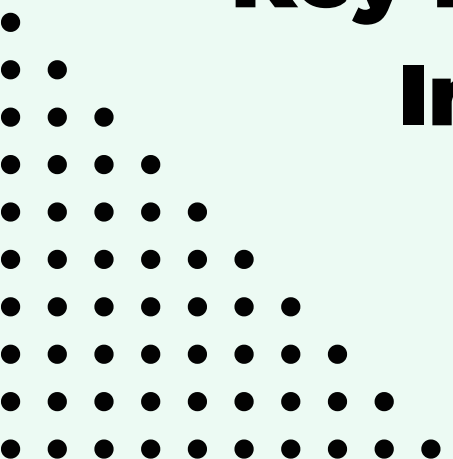
HERO CONTENT

- Disney Short Film Collaboration
- 2 minute short film focused on showcasing multiple cuisines in small business settings
- Weekly 1 minute video spin-off focusing on individual cuisine stories
- Inspiration from current Disney Short Film "Bao"
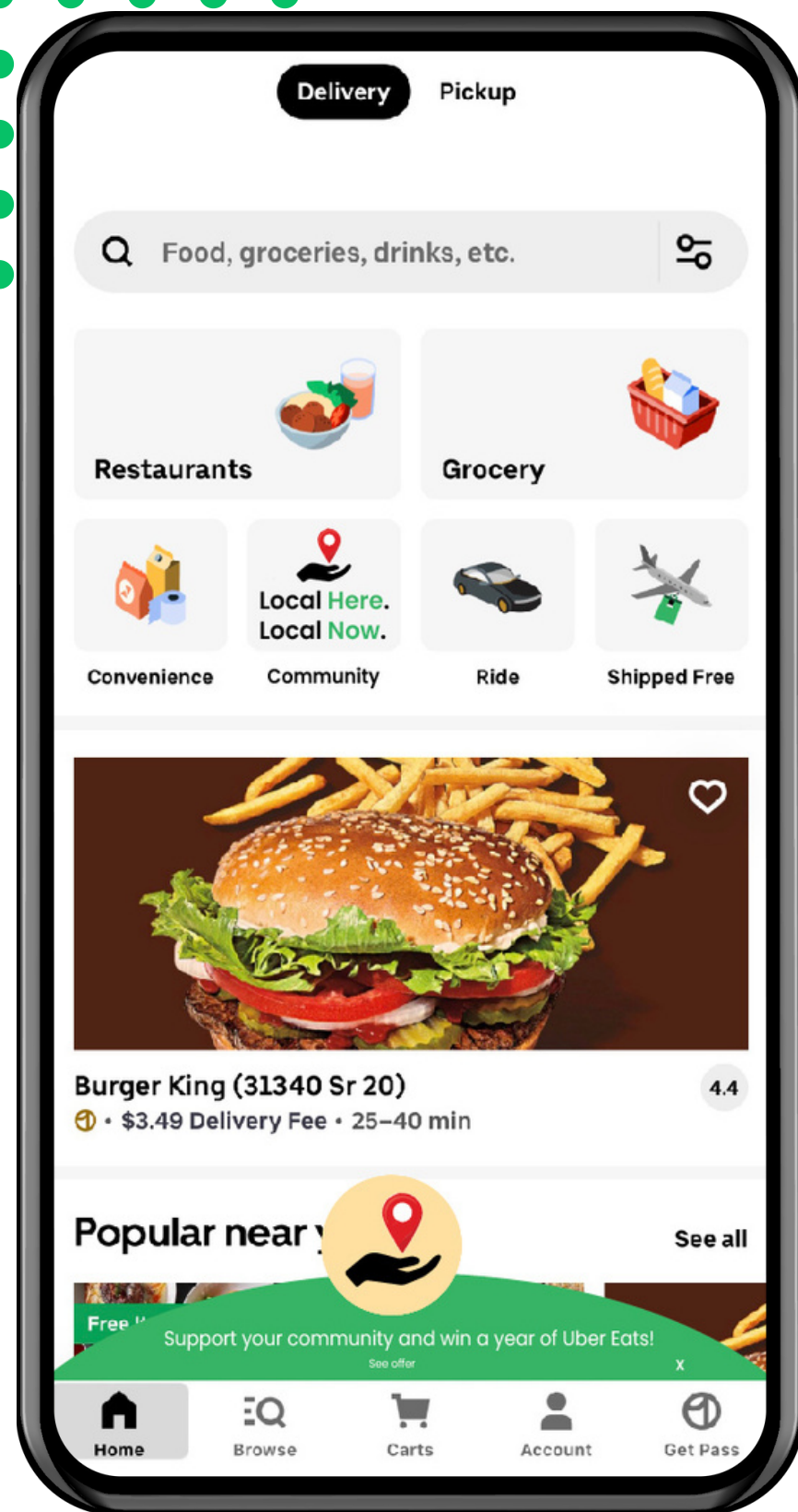
Marketing Resources:
OWNED - 5%
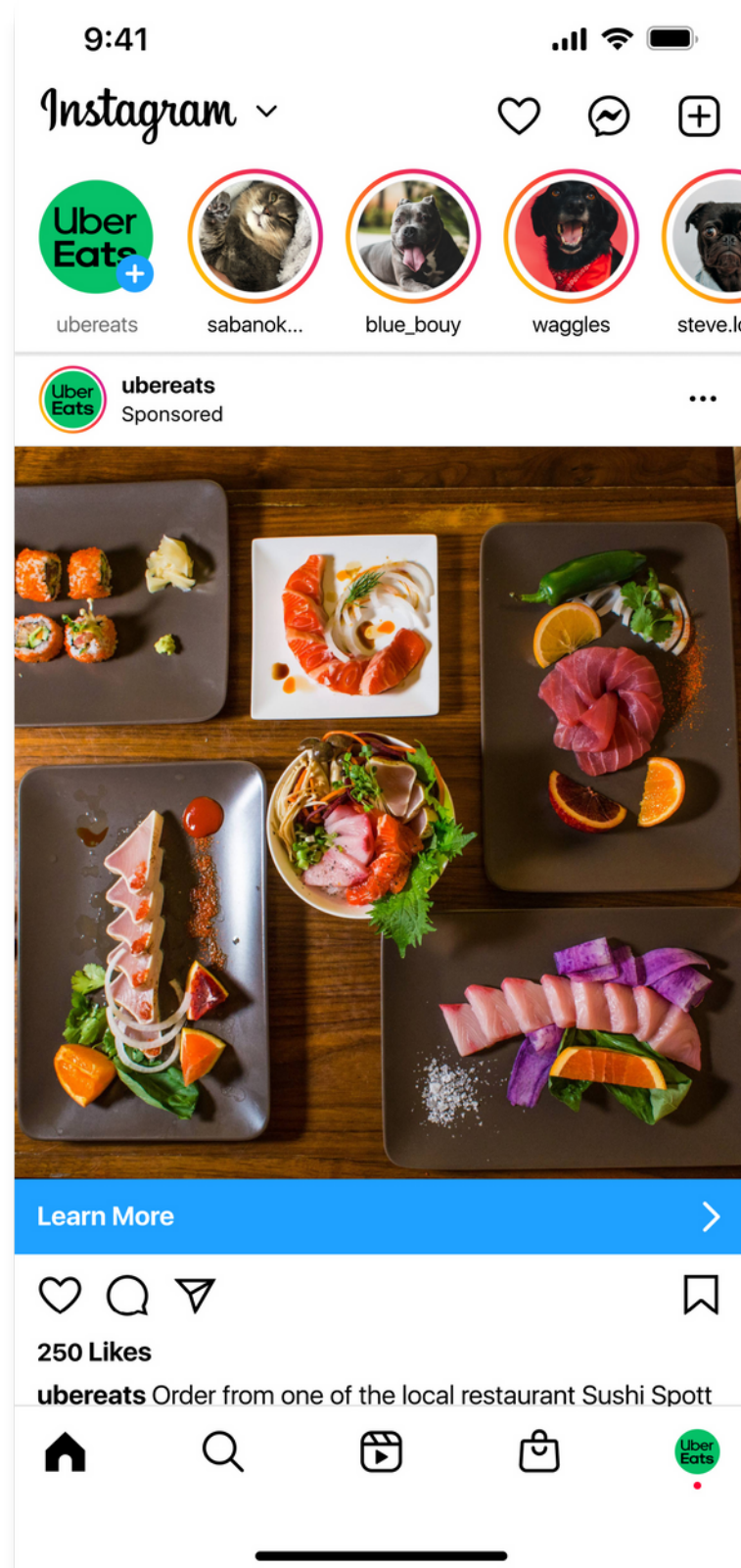EARNED - 15%
PAID - 80%

HUB CONTENT

Hub content will use Uber Eats' mainstream communication channels to promote content to users. An example is promotions within the Uber Eats app.

Additional hub content: social media posts and influencer content.

Marketing Resources:
OWNED - 40%
EARNED - 30%
PAID - 30%

HELP CONTENT

The help content will be dedicated to providing easy-to-follow content such as:
- How to make a contest submission
- How to order from a highlighted local small business
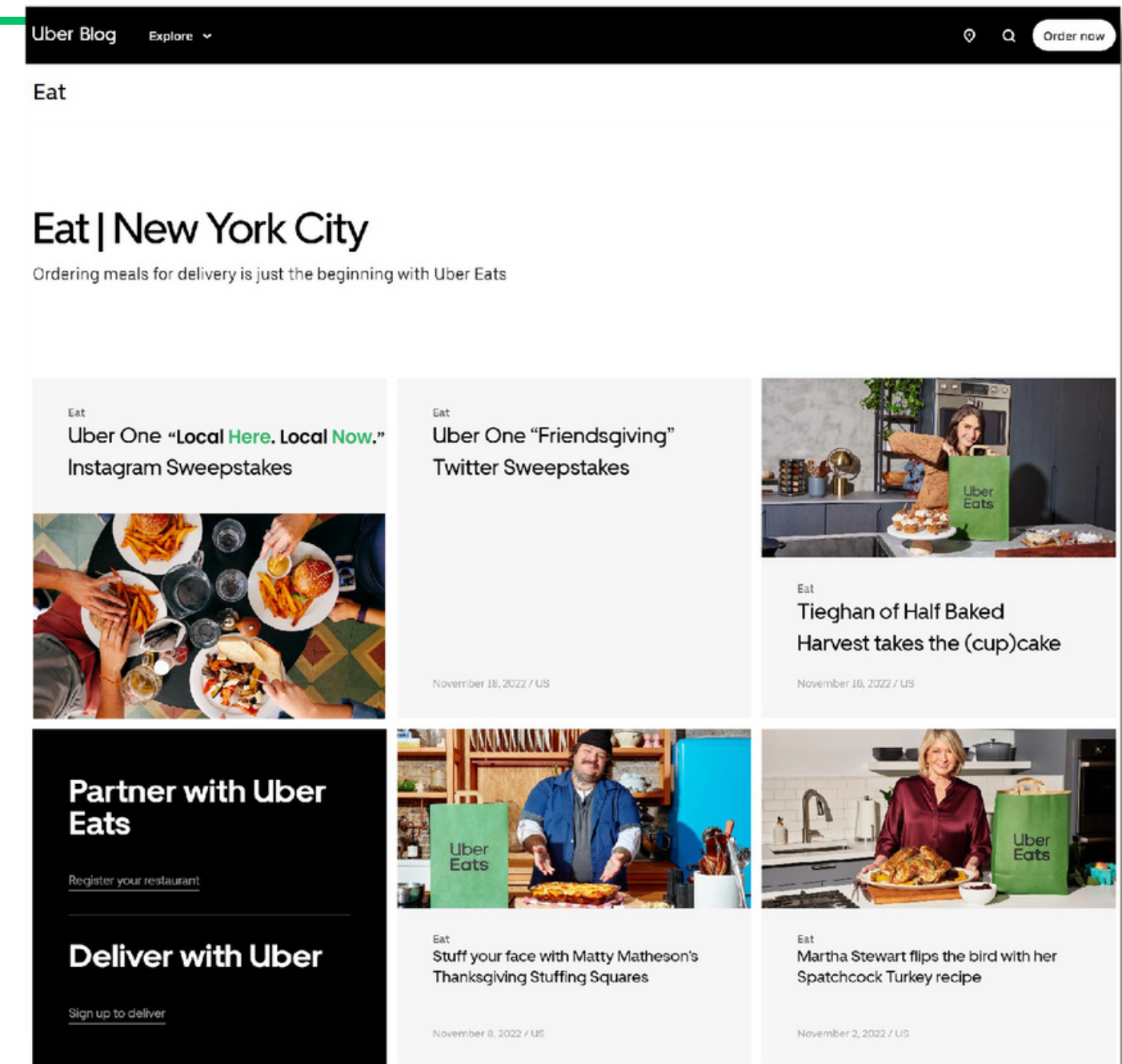- Customer Testimonials

Tactics used include In-App Newsletters, streaming platforms like YouTube, Social Media platforms, and Website Articles/Blogs.

Marketing Resources:
OWNED - 50%
EARNED - 40%
PAID - 10%

Brand Identity Matrix

VALUE PROPOSITION

- Reliable
- Ease-of-use
- Effective
- Safety

RELATIONSHIPS

- Key customers: personalized, reliable, and enjoyable food delivery experience.
- Other stakeholders: connections and resources.

POSITION

- Central & distinct
- Grow stakeholders through expansion

EXPRESSION

- Brand Familiarity - Distinguished "Uber"
- Minimal design and interface
- Color is easy to be recognized (green and black)
- Concise

BRAND CORE

- Convenience
- Efficiency
- Safety

PERSONALITY

- Positive
- Honest
- Friendly
- Helpful
- Trendy

MISSION AND VISION

- **Mission**: Uber Eats is the easy way to get the food you love delivered.
- **Vision**: We ignite opportunity by setting the world in motion.

CULTURE

- Collaborative
- Trust in employees - autonomy
- Employee benefits/well-being
- Inclusive and safe environments.

COMPETENCIES

- Integration with Uber
- Variety in services
- Large network
- Nationwide Free-shipping
- Global Service in 45 countries
- Faster delivery time

TOP ROW: EXTERNAL
MIDDLE ROW: EXTERNAL/INTERNAL
BOTTOM ROW: INTERNAL

S W O T

S

- Integration with Uber
- Variety in services
- Large network
- Nationwide Free shipping
- Global Service in 45 countries
- Faster delivery time

W

- The map is not intuitive
- Repetitive Headings
- Too much work to achieve the task
- Unnecessary amount of content shown to the user
- Dependence on Uber

O

- Market differentiation(partner with high-end restaurants)
- International expansion
- Lower delivery fee

T

- Market share in US (Ubereats: 24%, Doordash 59%) 2022
- Geographic reach(less presence in some smaller US cities)
- Restaurant partnership (Door Dash has more exclusive partnerships with popular chains)

Previous Crisis Response

A local restaurant is on the verge of closing due to the pandemic, but the ability to generate revenue through Uber Eats keeps its doors open.
Characters: drivers, restaurant owners

Problem: the local restaurant is on the verge of closing due to the pandemic

Emotion: sympathy for vulnerable restaurants, inspiration to order from the app

Solution: Uber Eats implemented a no-contact delivery option and $0 delivery fees for local restaurants, demonstrating that they care about the health and safety of customers and drivers, and incentivizing ordering food in the app.
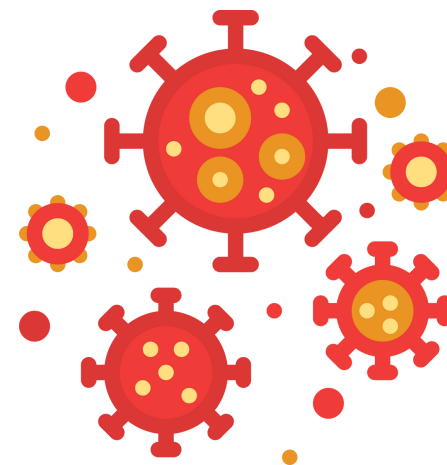
Current Crisis Context

- UberEats experienced a surge in demand during the COVID-19 pandemic

- As society returns to normal, demand for food delivery services is decreasing

- UberEats needs to find ways to encourage customers to continue using their service

- Options include incentives, improved user experience, and marketing campaigns to highlight convenience and safety.

CONSUMER SHIFTS/ACTIONS

- Mobile food delivery is now considered the norm.
- The pandemic has slowed down, and people are returning to public places again.
- Businesses may sell fewer products via Uber Eats due to this shift.
- Customers are becoming overwhelmed by choice.
- Uber Eats has added over 200,000 partner restaurants since the beginning of the pandemic.

COMPETITIVE OPPORTUNITY

- Crisis presents an opportunity for UberEats to innovate.
- Other delivery apps will also face the crisis.
- The first to respond with innovative and effective strategies may become the leading company in food delivery.

Uber Eats

Innovator's DNA Model
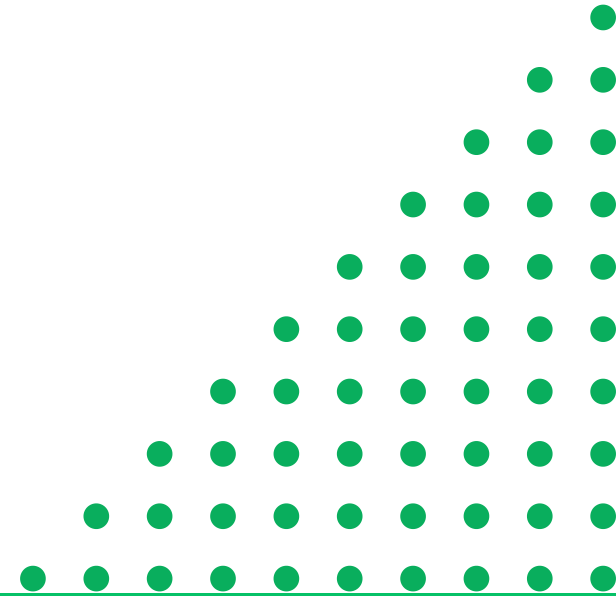
Challenges and Risk-Taking

Score how the client challenges the status quo often based on what we observed. Grade 1 (low precedent) to 10 (high precedent).

7 - UberEats brings in a new type of food delivery within the app with tracking features and enable the conversations between the driver and customers.

Score your client's risk tolerance based on past behaviors, leadership posture, etc. Grade 1 (low-risk tolerance) to 10 (high-risk tolerance).

7 - Uber Eats consistently implements new features into its service. Examples are creating a subscription service, offering "pick-up" rather than only delivery, adding options for household goods and non-food items, and regular offers and discounts.
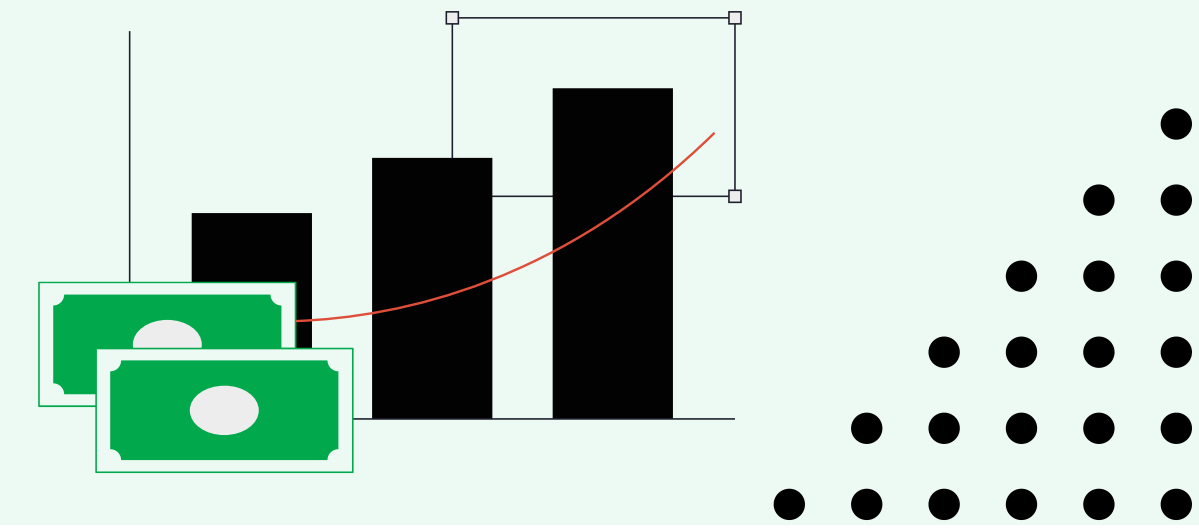
Behavioral Skills

Questioning

By asking questions, we can understand the preferences of the users and know what their personal tastes are.
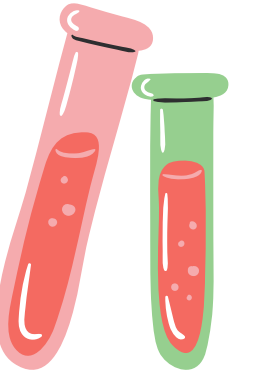
Observing

Since we have the questions for the users, we need to observe the results and analyze how it can be used.

Experimenting

We may also test how satisfied the users are by doing iterated tests and trying our best to fulfill users' needs.

Questions We Can Ask.. "what if" etc

- What if the pandemic sweeps back in?

- What if users feel overwhelmed by choice?

- What if we use newer technology to solve customers' problems with the delivery of food?

- What if we can connect the new technology with the food delivery system to catch our users' attention?

- What if someone can tell you what to eat every day rather than users' making hard decisions for each meal?

- What if there are some dishes that is delicious but seldom ordered?
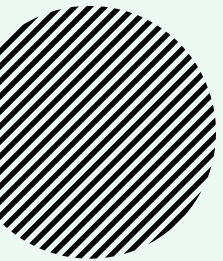
<u>Associational Thinking</u>
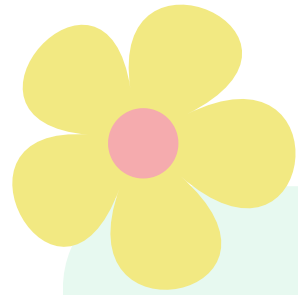
What   Provide personalized food recommendations by AI.

How   By asking users some questions to understand their preferences for food and observing their order habits and histories, we can use the data to create a personal recommendations list for the users. Then users can ask questions like "Order a lunch for me" to the chatting AI and it will generate the order based on the data.

Why   The use of AI is a new trend of the digital era which can not only attract public attention but is also effective to solve the problem of too many options.
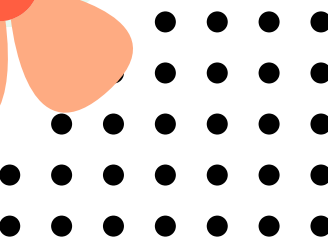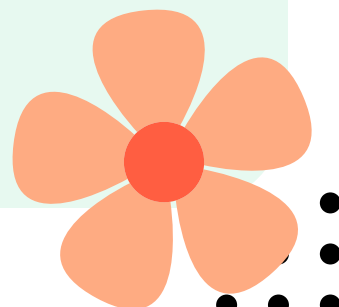
INNOVATIVE IDEA

- UberEats has announced the release of a new AI-powered feature called Micha.

- Micha aims to make food ordering more convenient and effortless for users.

- Micha is designed to address the issues of spending too much time deciding what to eat and ordering because of the abundance of choices within UberEats.

- Users can engage in a conversation with Micha and quickly order their desired food from their favorite restaurants.

- Micha analyzes users' preferences and orders history to make personalized suggestions.

- Users can even schedule deliveries in advance using Micha.

- Micha will be available on the UberEats app from October 2023.

9:41

←   Micha   Help

M   What can I help you with today?

Type your message   Send

Home   Browse   Baskets   Account

Screen 1: Personalized Survey

X   Personalized Survey

Select your favorite categories.

Breakfast and Brunch	Mexican	Sandwich	Sushi
Fast Food	Burgers	Healthy	Bubble Tea
Chinese	Asian	Caribbean	Indian
Coffee and Tea	Japanese	Halal	American
Pizza	French	BBQ	Desserts

What is your price range?

Apply

Screen 2

9:41

Delivery   Pick-up   Dine-in

Food, groceries, drinks, etc.

Resaurants   Grocery

Convenience   Community   Ride   Speciality foods

Peri Peri Near Me, Brixton
Sponsored • $2.49 Delivery Fee • 25-4

Can't decide? Ask Micha.

Home   Browse   Baskets   Account

Screen 3: Micha

←   Micha   Help

M What can I help you with today?

Give me some recommendations to choose from. J

M Here are my recommendations based on your order history and preferences.

Paradise Acai Bowl
$15.95
organic brazilian açaí blended with mixed berries, mango, banana & fresh apple juice. topped with cinnamon-almond granola, strawberries, blueber...

ANGEL ROLL
$17.60
Shrimp tempura, crab salad, masago, and cream cheese. Topped with avocado, spicy mayonnaise, eel sauce, and topped with crunch.

Classic Burger
$19.00
8oz. Beef, Brioche Bread, American Cheese, Special sauce, Lettuce, Tomato and Onions.
Served with French Fries

Type your message   Send

Home   Browse   Baskets   Account

Screen 4: Order #1813D

←   Order #1813D   Help

Thank you! Your order has been received.
Order completed • Today at 9:41am

Your order   Rate delivery

1 Paradise Acai Bowl
Show more ∨

Tip: $1.37   Edit

Tax: $2.20

Total: $19.52

Your delivery by Jubayer A

Home   Browse   Baskets   Account

FINAL THOUGHTS &RECOMMENDATIONS

Uber Eats

W W W . J E E R Y . C O M