Creative Brief (Class Exercise)

Client: Uber
Project: Print and digital media campaign to introduce Uber Delivery
Prepared by: Genius & Insanity Creative Solutions
Contact: tim@geniusandinsanity.com; rachel@geniusandinsanity.com

Project Overview

Uber is a groundbreaking personal transportation service that makes mobile apps connecting passengers to private drivers on demand. Its current service targets the person on the go. They want to get from point A to point B without driving themselves, in comfort and style, and with minimal delay, expense, and inconvenience.

Why do they choose Uber? Because they don’t own a car; they don’t want to drive themselves; public transportation or a taxi is too much of a hassle; they can’t afford a town car; they want to impress and/or make a statement; they like being the first ones to try something new.

Following up on its success establishing personal transportation networks in over 150 cities in 42 countries[1], Uber is expanding into on demand, same-day package delivery with the same care and convenience, opening first in Los Angeles. Uber Delivery is targeting the package on the go. It needs to get from point A to point B on its own with care, speed, and minimal expense.

Why does it choose Uber Delivery? Because its owner can’t deliver it personally; it needs to be tracked every step of the way to make sure it’s delivered safely and to the right recipient; it needs to be delivered today, can’t be emailed, and can’t wait for a standard shipping company to sort and send it where it needs to go; it’s too fragile, bulky, or heavy be practical to use standard shipping; it’s after business hours and needs to get to point B now.

This brief describes the spirit, objective, and plan of execution for a campaign to introduce Uber Delivery to the Los Angeles area. In order to reach the wide range of Uber’s target demographic, a campaign to announce Uber Delivery will appear across various print and digital media channels. The ads will keep the classic aesthetic of Uber’s current black and white stills featuring chic, savvy, and social individuals who are looking for services that can help them to maximize their time, value, and convenience.

Print ads will be appear in appropriate newspaper and magazine publications such as The Los Angeles Times, WHERE Magazine Los Angeles, LA Canvas Magazine, Hollywood Reporter, and Malibu Magazine. Online ads, including banner ads and SERP ads will appear on pop-culture, news, and technology related websites and search keywords. An outdoor billboard campaign will feature the ads along Los Angeles’s most traffic jammed routes, along the Sunset Strip, Mid Wilshire, and along the 10 and 405 freeways.

Project Objective

The purpose of this campaign is introduce Uber’s newest service, Uber Delivery, to its widely ranging target Los Angeles audience and to position Uber Delivery as a more capable, efficient, and cost effective alternative to private courier services and similar competitors such as Pink Dot in order to increase user sign ups and app downloads. Success will be measured app downloads and transactions (25% increase in downloads and/or 500 transactions in the first month).
Target Audience

The businesses using Uber Delivery are integral parts of Los Angeles. They are agile, tech-savvy small to midsize businesses, always looking for new ways to give their customers the very best products and services. They care about their reputation and cultivate partnerships and relationships that reflect that care. They're the hard working, passionate gears that keep all the separate parts of LA life working smoothly, whether it's the production studio where Brandon works, sending advanced copies of a new movie to talent agencies; the law firm where a clerk sends Heather a new brief for her to use in court; the dry cleaner that Brandon sent his suit to in the afternoon when he noticed a stain on the jacket; or the clothing boutique that Heather just ordered a dress from.

Brandon and Heather also love using Uber Delivery outside of work. They are social, tech-savvy urbanites who live fast-paced lives balancing work, personal hobbies, family responsibilities, and active social lives. They aren't perfect, though. Their busy lives can sometimes make them forgetful, and they sometimes feel stretched thin. They can be impulsive and spontaneous in their decisions and enjoy the freedom of decision and access to information that technology offers, especially since that spontaneity can strike after business hours. Brandon is planning on proposing tonight and he wants to send Heather flowers from her favorite local florist, but her office is outside of their delivery range so he used Uber Delivery to make sure she feels special. Heather often takes care of dropping off groceries and medicine to her grandparents for the week, but whenever she is out of town, she uses Uber Delivery to make sure that they have everything they need. Uber also helps Brandon and Heather to relax. They finally have a night off together and they want to spend the night in watching movies, but their favorite Thai restaurant doesn't deliver, so they use Uber Delivery.

Single Most Important Thing

Uber Delivery will simplify your busy schedule and help you to manage your time and tasks by providing unparalleled personal delivery service with extreme ease at the simple click of a button.

Supporting Rational and Emotional Reasons to Believe and Buy

From start to finish Uber Delivery adds ease to every user’s busy lives. Whether it is helping them to cross errands off of their “To-Do” lists, or to help them relax without worrying about the simple stresses of everyday life, Uber Delivery can help.

- Uber Delivery’s cashless transactions provide seamless, hassle free check out experiences and easily traceable invoices.
- Uber Delivery can help with time and task management, relieving stress and providing a reliable source of assistance.
- With Uber Delivery’s 24 hour service, you can make sure your package gets where it needs to be, no matter the time of day
- Uber delivery allows local businesses to expand their reach and makes supporting local businesses more convenient than ever.
- The Uber app is completely free to download and existing Uber users will have immediate access to Uber Delivery services.
What Else Will Assist With Creative Development

Uber Delivery builds upon the successful business models of Fresh Direct, Amazon, Pink Dot, and LA’s A-1 courier to provide an unlimited array of deliverables with the improvement of immediacy and instant gratification. The varied situational imagery and copy should help to communicate the versatility and range of Uber Delivery, making it relatable and desirable as a useful tool for any circumstance. For example: an online banner targeting millennials could include the line “[Restaurant X] doesn’t deliver after 9? Uber does.” Or, a print ad in Fast Company targeting small business owners could feature a dry cleaner and the line “Jacob provides emergency dry cleaning for. Uber delivers.” The unifying tagline that will appear in every ad, “Where Lifestyle Meets Logistics,” serves to further communicate the essence of Uber and Uber Delivery and helps to encapsulate a large audience rather than a specific demographic. Whatever needs the user’s lifestyle dictate, Uber is there to help them with a solution. In keeping stylistic continuity with Uber’s existing advertising campaign, Uber Delivery can make a connection to the existing popularity and prestige of Uber and its reputation as a revolutionary service.

Mandatory:
Uber Logo
www.uber.com
“App available on iOS, Android, and Windows phones”

[1]: www.uber.com/cities