

Marketing Plan

BPS and IBPS: Innovations and Rationale

My BPS is Uber, an American multinational online transportation network company which operates the Uber mobile app to build a connection between the consumers and drivers. Consumers can use their smartphones to submit a trip request on this app which can be routed to Uber drivers nearby. Uber drivers use their own cars to provide service of pickup for consumers.

Innovation 1:

Uber can extend its service by providing motor homes to satisfy the demand of tourists who want to have a unique and comfortable travel experience without spending extra time and money on the spots they are not interested in a tour group. Uber can provide tourists with several travel itineraries and tourists can pick one they prefer from these choices or they can even DIY (do it yourself) their routes and activities which can be completed with the aid of Uber.

Innovation 2:

Uber can offer customers extreme scene experience. On special days like September 1st, the day of homecoming in China, Uber can cooperate with Mumsnet, a website where parents can find information on everything to do with babies and parenting. Uber can provide private car pickup service for mothers who are Mumsnet users to pick up their children on homecoming day and record the precious moment for their children with camera. This activity can keep the homecoming day as a memento. On the eve of Children's Day, Uber can provide an on-demand service for those who have a "princess dream" in the bottom of their heart. Once the customers tap the screen of your smartphone to command this service, there would be a white extended Lincoln in front of their eyes to help girls to achieve their dream of becoming a princess.

I chose Sanya and Zhengzhou as initial entry markets for Uber. Both of them are second-tier cities in China. Sanya is an International tourist city in Hainan Province which has a huge potential market of tourists. Zhengzhou is a populous city. The population density ranked top all over the country. There will be a rapid growth of urban population, which will form a large potential demand for limousine service and is conducive to development of private car-hailing market.

2 Key Market Facts of Each EM

Sanya:

Social/Cultural Conditions

Established in 110 BC, the city of Sanya was is one of the oldest cities in Hainan. Over the last few years, Sanya has developed into a relaxing vacation spot and international resort, which attracts foreign tourists from different countries and regions. Currently, due to Sanya's well developed tourism facilities, several national and global institutions have chosen Sanya as the ideal location to hold events such as

golf championships, the Hercules championships, modeling competitions and film festivals. These events increase the demand of ride-hailing, which is a good opportunity for Uber to get a huge market.

O2O consumption habit has been formed. In 2014, the number of mobile intelligent terminal user of China reached 1.06 billion, increasing by 231.7% compared to the previous year. Mobile internet has entered into a high-speed development period. The popularity of smartphone among almost people of all ages facilitate the development of ride-hailing industry.

Zhengzhou:

Social environment

Urban transport structure has an evident trend of mechanization. The ownership of private cars had a rapid growth in Zhengzhou City, reaching 2.469 million in 2015, which had an increase of 12.9 percent over the previous year. Among the ownership of cars, the individual ownership is 2.241 million with an increase of 15.9%. The city has 316 million motorists with an increase of 17.2 percent over the previous year.

The provision of city taxi services is inadequate in Zhengzhou. Before the private car-hailing appeared, the main form of taxi is cruising taxi, resulting in the difficulty in car-hailing in Zhengzhou City, the low quality of the taxi service and the problem that multi-level public travel demand cannot be effectively satisfied and so on. On the one hand, the ownership of private car increased rapidly. On the other hand, the low-usage of private cars makes a large amount of cars in idle, resulting in a waste of resources.

Your TEM Selection and Rationale

It's really hard to pick one from the two entry market because both of them are under the big macro political and legal environment and technology condition in China. Laws and regulations are almost the same. However, taking all the other factors in to account, I will choose Sanya as my entry market.

Firstly, as an international tourist destination, Sanya has the advantage of huge market of tourists. When people take a vacation here, they want to enjoy a comfortable journey. Uber provide them with customized private car service will definitely upgrade the quality of their journey. Therefore, tourists are likely to choose Uber as their means of transportation due to its convenience.

Besides, Sanya is a booming economy of China. The purchasing power of people in Hainan is greater than that of Zhengzhou. Every year Boao Forum is held in Hainan, some new policies will first be introduced in Sanya.

Last but not least, Sanya doesn't have so many competitors like Zhengzhou does. The market has great potential to be tapped.

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Analysis of Competition – For Your IBPS

Sanya:

Direct competition:

Product form: Didi Kuaidi, Shenzhou Yongche, Yihao Zhuanche.

Category competition: Tianxing taxi, Lianhong taxi, Taihe taxi, Changdao taxi, Xinxing taxi.

Indirect competition:

Generic competition: bus, minibus, subway, ferry boat, cruise, train, airplane.

Budget competition: bicycle, private car, motorcycle.

1) Uber is one tap to ride. Consumers will be allocated with the nearest car to their current location. The customer can track the driver as he arrives to his location. The driver can also track the exact location of the customer and reach his exact location. This boost the efficiency of pickup. Didi Kuaidi and Yihao Zhuanche can both be made an appointment with and one tap to ride in real time. While Shenzhou Yongche is not the way that drivers scramble the order as its competitors do. Drivers are sent orders through the service counter. Therefore, it may take more time for drivers to get to pick up consumers.

2) Uber, Didi Kuaidi and Yihao Zhuanche guarantee users' safety by commercial insurance. While Shenzhou Yongche custom-make terminal and corresponding software to protect users' privacy in addition to purchasing commercial insurance.

3) Shenzhou Yongche is B2C model which means limousine service providers purchase their own car or in cooperation with the car rental companies, and employ professional drivers to provide users with limousine service. Shenzhou Yongche is under the command of Shenzhou Zuche, an automobile rental corporation. It has standardized management of both the cars and drivers. The drivers are all the professional drivers employed by the company. There are no private cars involved. Three types of cars are provided—official, business and luxurious. Hence it is relatively expensive, which brings high-quality service accordingly. Cars of Shenzhou Yongche are in very good condition. They are mostly new car and driver training are in the best place. For example, drivers generally wait for guests to get on the car and close the door for them even in winter. Their service is the most considerate, polite but not drivers don't speak a lot. However, Uber, and Didi Kuaidi are P2P model which means they are the third party to provide a car-hailing platform and matching service for private car owners and consumers. Therefore, the service may not be as good as Shenzhou Yongche due to a lack of a standardized management and supervision.

4) In terms of individuation, Didi Kuaidi and Yihao Zhuanche offer consumers a set of choice of the drivers by providing their profile and evaluation given by previous consumers. This is an individualized service which gives consumers a chance to choose the driver they prefer. By contrast, Uber and Shenzhou Yongche match driver and consumer automatically without giving them a chance to make a choice.

5) As for innovation, Uber did a good job. Uber provides not only ride-hailing service but also service for life such as UberMovers, UberTree, UberChopper, UberFRESH, UberDream and UberRush. Yihao Zhuanche usually sends discount coupon through China's most popular social platform Wechat.

Key PEST and Marketing Attractiveness Factors - including hurdles/opportunities and your solutions/leverage

PEST Analysis

1. Political and legal condition:

The Ministry of Transport is going to release "Guiding Opinions on Deepening the Reform to further promote the healthy development of the taxi industry" and "Interim Measures of the online car-hailing service management". The private cars joining in car-hailing operation will be legitimized. Accordingly, the problem of "illegal operation", which has long troubled Uber will be solved.

2. Economic condition:

The economy of Sanya is booming in recent years, which provide a good economic environment for Uber to attract investment. As an international tourist city, Sanya received a total of 4.2 million overnight-stay tourists in the period, up 10.1% year-on-year. The demand of private car service is quite huge. Both the residents of Sanya and tourists from all over the world can be the potential market for Uber to attract consumers.

Social spending of Sanya increased 18.4% reaching about 1.4 billion in 2015. There were 33,000 newly increased jobs in urban areas and 14,000 rural surplus labors were transferred into cities, which is a good opportunity for Uber to attract drivers.

3. Social and cultural condition:

Currently, due to Sanya's well developed tourism facilities, several national and global institutions have chosen Sanya as the ideal location to hold events such as golf championships, the Hercules championships, modeling competitions and film festivals. These events increase the demand of ride-hailing, which is a good opportunity for Uber to get a huge market.

4. Technology/Infrastructure Conditions

LBS (Location Based Service) is usually applied to smartphone users. It can acquire the location information (latitude and longitude coordinates) through mobile operators like GSM. It also relies on Baidu Map. There are two location techniques. One is based on GPS location. The other is based on mobile communication base location, whose accuracy largely depends on the distribution and coverage area of the base. When the accuracy is high, the error can be no more than 100m, which provide the basic technical support.

Cloud computing technology is based on big data analytics, which provide the basic personal information, geographical location, empty car information, quality of service and credit assessing information of the cars and drivers. Besides, calling-up appointment, order-sending service can also be

offered. This not only give the gist to standardize the management integrate the resources of the ride-hailing industry but also makes ride-hailing companies more flexible to adapt to the market.

Marketing Attractiveness Factors

1. Market size

According to a report of the prediction of the trend of private car hailing market in China, Didi accounts for 83.2% of active users in China's market for private car-hailing apps by contrast with Uber's 16.2% market share of active users in 2015.

2. Market growth

At the beginning of 2015, Uber had only about 1% of the market in China, he said. Nine months later, Uber has market share of 30% to 35%. Uber, which is worth an estimated \$50 billion, currently operates in 20 Chinese cities. In June, Kalanick had set a goal of expanding to 50 markets in China. I think Uber land on early majority of the life cycle paradigm.

3. Sales cyclicity

Compared with the traditional taxi service, online limousine service via the convenient Internet software system that provides the drivers and passengers with information, which helps to reduce empty-loading ratio, waiting time for passengers, the cost of both passengers and car-hailing service provider and increase the frequency of the use of the vehicle and improve the private car-hailing operational efficiency.

4. Seasonality

The seasonal population movements brought by China's legal holiday, making a huge fluctuation of market demand in the short-term Internet car-hailing market. It is more stable in other times.

5. Pricing and profitability

Uber adopts P2P business model, namely, private cars drivers join Uber to provide service and consumers get the service through their platform. This model belongs to the asset-light operations. It is low-cost and price-competitive. Low-priced car is one of the biggest advantages of Uber.

The car-hailing service is sensitive to time. When the situation where consumers cannot hail a car when they are in urgent need, they tend to be willing to pay higher prices. As Roland Berger analyzed in "China car market analysis report in 2015", the results of the analysis of the sensitivity of car-hailing price (off-peak periods daily travel) show that 35% of consumers are willing to pay 20% of the premium more than the taxi service. This indicates that the private car car-hailing service has high profit margins and strong profitability.

6. Adaptation of the marketing mix

(1) Product strategy

The main product of Uber in China is “Uber people” which is at a lower end of the Uber-based product line. The product structure is relatively simple, which is not conducive to the accumulation of user groups. By contrast, its competitor Didi Kuaidi has the whole product line which covers driving service on behalf of the driver who cannot drive their car at that moment, bus ride, car pooling and other services, which helps to expand market share and accumulate the largest user groups. Uber should expand market share through innovative products and services.

(2) Pricing strategy

Uber play the advantages of asset-light operations by the implementation of low-cost mode which is supplemented by subsidies to seize and foster its user groups. This initial policy had an obvious effect, but its competitors like Didi Kuaidi and other private car-hailing carriers follow this pattern, leading to a price war which is not conducive to the sustainable development of the whole industry. Therefore, Uber should adopt innovative measures to optimize the user experience, and make new breakthroughs on improving the quality of service.

(3) Promotion strategy

Since the second half of 2015, compared with Didi kuaidi, Uber lacked new measures of creative marketing. Besides, the most popular social media in China Wechat has locked out Uber’s public account, which makes it lose a pretty important promotion. On top of that, when low price and subsidies became a universal means of promotion used by its peers, Uber didn’t have an effective countermeasure toward it. These problems should be resolved as soon as possible.

Category attractiveness

1. Threat of new entrants

It is quite easy for competitors to enter into this market because the barrier to entry is low. The model of Uber is easily replicated with the same technology. Its peers, Kuaidi & Didi, UCAR, Yidao Yongche and other enterprises learn Uber’s model. At the same time, they innovate and develop the service line rapidly. They have become powerful competitors of Uber. Although Uber has already filed for several patents to protect their system and process, their patents were filed recently and will not provide protection until they are approved. However, the timeline for the patents’ approval is not clear, Uber currently does not have any protection from new entrants.

Since Uber does not require membership for prospective customers and offers their app for free, there is no cost to switch service, which increases the risk of losing their customers.

In terms of capital cost, Uber’s seed capital was \$200,000. Prospective new entrants can expect relatively low seed capital, which lower the capital requirement to enter into the new market.

2. Bargaining power of buyers

Uber is a service that is not needed by customer every other day. Most customers only use it under specific circumstances. Hence, Uber customers have the option to choose when to use Uber and whether they use Uber or use its competitors. Since Uber has a bunch of competitors and substitutes and the cost for them to switch a service is quite low, Uber customers are naturally sensitive of price. All these factors will give buyers significant bargaining power.

3. Bargaining power of suppliers

Since Uber does not own any vehicles, its business model relies entirely on drivers with their own vehicle. In essence, Uber outsources all assets and labor to limo companies and individuals who are willing to use the app. Prospective drivers have the option to choose between Uber, its rival services and taxi services. In addition, Uber drivers do not have any switching cost since they essentially own everything other than the app which is also free to use. Therefore, Uber faces a relatively high expense to bargain. However, Uber still have the power to set terms and rates. Taking all these factors into account, suppliers have moderate power to impact Uber's profits in the industry.

4. Amount of intracategory rivalry

The three biggest competitors of Uber in Sanya are Didi Kuaidi, Yidao and Shenzhou.

5. Threat of substitute products or services

Since Uber competes in the Network Transportation industry, it has a lot of substitutes. The closest substitute to Uber is traditional taxi service since it was established for a long time and enjoy the prevalence before Uber came. Public transportation is also a substitute. Since the low switching cost of Uber, it was posed a threat by all means of transportation models. Capacity

6. Capacity

The growth potential of the Chinese car-hailing market is quite large. The demand of high-quality, multi-level and personalized high-end business travel is increasingly strong, especially after the reform on government cars, which shares the butterfly effect on the market. Roland Berger released the "China car-hailing market analysis report" which shows that in 2015 the overall structure of travel in China indicates that the proportion of private car-hailing travel is quite small, but the potential of market demand is huge. Taxis, private cars, rental car, black car and other modes of travel all need to be replaced and upgraded. It is expected that the annual compound growth rate of 129.3% over the period from 2015 to 2020. And the market share will reach 500 billion yuan in 2020. The potential travel times will reach 110 million. The potential market demand for private car-hailing will amount to 1.1 trillion yuan.

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Key Success Factors

Marketing-related KSF:

Uber will provide fast, accurate, courteous customer service and technical assistance, which will give customers a good experience when they enjoy this service. Sanya is a city which accommodates millions of tourists who want to have a comfortable travelling way to enjoy the trip.

Technology-related KSF:

Uber has technical capability to make innovative improvements in product processes. Uber utilizes LBS (Location Based Service) and cloud computing technology to provide accurate pickup location and perfectly matching the drivers and customers.

Asset-related KSF:

Uber has access to financial capital and expert financial management. China's biggest search engine company Baidu signed a strategic cooperation and investment protocol. Baidu invested about 1 billion dollars into Uber which makes Uber prospective in China market.

USP

Uber provides unique and humanistic limousine service experience and truly concern about the feeling of consumers.

Two LS by Name, Description of Key Characteristics and Behavior

1) "Freedom of traveling in the paradise"

Hainan Province is an international tourism island backed by the Chinese government, for which it has a huge potential to develop DIY tour which means you can determine your timetable of the tour and formulate your own travel route and tourist destinations without a lot of limitations as package tour does. In 2015, Hainan Province received 4.49 million tourists who stayed overnight with an increase of 10.6% over the previous year, among which the proportion of DIY tourists boosted gradually. Sanya, as the largest tourist city in Hainan Province is not only a major tourist destination, but also an important distributing center for tourists.

There are a group of tourists who are not willing to follow the arrangement of the tour group and prefer to formulate their own travel plan and choose the time and scenic spots at their own discretion. When they join a tour group, they have to strictly follow the schedule. For instance, you like the scenery of a spot very much, but you are only given a limited time to stay there because everything has been scheduled. Conversely, if they can DIY their trip, they will have enough time to spend as much time as they want in their favorite spots. Besides they can have a flexible timetable for the whole trip, which can really enable them to kick off and enjoy the journey.

However, Hainan Province is enclosed by the sea. This geographic feature determines that the cars outside the island are hard to enter the island. Travelers can hardly drive their own cars to the island which makes it difficult for them to have a DIY tour. This is a good opportunity for Uber to expand its

market of private pickup service in Sanya by providing tourists with pickup service. It can cooperate with the local tourist agency and set up a platform of self-tour pickup service to cut into the self-tour market.

2) “Meet my sweetheart by sharing a car”

As the awareness of environmental protection increasing, people prefer to choose a “green and low-carbon” lifestyle. To travel green is critical for these group of people to fulfill their commitment to live a green lifestyle. Car-pooling can not only be environmentally-friendly but also reduce their cost of hailing a car. Besides, carpooling provides young people with a good opportunity to socialize and make friends. They expect that a wonderful encounter could fall on them.

Personas for each LS

1) My uncle Zhangsan and his wife Gongping

Sanya is a paradise for us! We spend our honeymoon here. Walking among the coconut forests or on the beach is a very pleasant thing to do. Uber provided us with motor homes and a driver who can serve us during the trip. We drove the motor homes on the island, viewing amazing scenery of the sea and beach. To see sunrise in the morning or sunset in the afternoon is romantic. The motor homes are also equipped with tents. We went camping on the beach, set up a tent and held a barbecue party. When the night falls, we lay in the tent, watched the moon rise and stars blink while chatting with each other and enjoying the wonderful shared moment. We took a series of wedding dress photographs to store their most precious memory of our sweet time spent together.

2) Lily, a 25-year-old girl

I took “Uber People” on Valentine’s Day. Uber was holding a special event called “Love is to be carpoled together”. I am 25 years old now but I am still single. I never imagined I could meet my Mr. Right through a wonderful encounter in Uber. When I got on the car, a handsome boy gave me a bunch of roses and a back of chocolate. We talked with each other on the car and found a lot in common. We both like classical music. We exchanged our contacts on that day. Later on, we became a couple, which is just like a fairytale but it is true. I really appreciate that Uber gave me such a good opportunity to meet new people and found my beloved one.

Marketing Mix Strategy and Rationale

Pricing strategy:

- 1) As for public carpooling service, surge pricing will be a good model, but measures should be taken to eliminate misunderstanding of Uber passengers who think Uber is bidding up the price as well as obtain more users’ identity for Uber. It may be a good way to set a reasonable upper limit to the surge pricing mechanism. Meanwhile, this limit should be clearly conveyed to customers. In this way, Uber can reduce the volatility of price and increase predictability of the
- 2) changes of price, which makes the passengers’ travel experience more predictable. In addition, it’s critical to promote the benefits of surge pricing policy to passengers to make them notice that although they pay a high price, they actually get the benefits of time-saving.

Reasons for using surge pricing are as followed. When a market is more sensitive about time, the business opportunities more profitable accordingly. When the users cannot hail a car when it is urgently needed, they are usually willing to pay higher prices. In some peak times (such as after the events, New Year's Eve), the demand of hailing a car is so huge that it exceeds supply. It's reasonable for Uber to take advantage of this and drive up prices, which can therefore improve the margins.

Basic pricing for Uber People (carpooling)

Starting fare (0) + 2.61 yuan/km + 0.36/min

- 3) As for self-tour cars, Uber should take the motor homes or SUV chartered mode. Based on the number of days of travel and car models, fixed fares can be determined. The price declines with the increase of the days of travel. If a driver is needed to provide driving and other special services, they also need to be paid based on day.

Reasons for using this pricing are as followed: the time of self-tour is longer and the trip mileage per unit of time is determined by the user. It may increase the time cost of Uber cars if it is priced according to trip mileage.

Distribution strategy

- 1) Strengthen the cooperation with third-party application store

App store is the most important carrier for the distribution of online car-hailing service in China. The key to succeed in this market is to achieve high ranking in the well-known third-party applications store. The higher ranking means more downloads. Ranking the first in some important applications store perhaps attract tens of millions of users. In order to achieve optimal cost-per-installed, the strategy to get paid users should be constantly adjusted, which at the same time should be combined with social networks, community management and installation of the trading platform. On top of that, it should focus on the combination of localizing online and offline marketing activities undertaken to promote them.

- 2) Play full advantage of online and offline marketing channels

(1) Pay attention to the power of the traditional marketing such as good promotional events on the streets, giving coupons, flyers in shopping malls, "exhibition stand Showgirl" (one of the biggest marketing trends currently) and other effective traditional and grassroots marketing.

(2) Give some petty favors incentives. Take advantage of the habit of Chinese consumers that they value prizes and gifts. Take some preferential measures to encourage consumers to hail Uber such as get fare for application download, free travel, free travel within a particular time and gift giving.

(3) Pay attention to the public relations effect and attract media attention.

(4) Launch the "RideRequest Button" API services, which enable any one of the APP are available to users to enjoy the car-hailing service through Uber

(5) Preload the app on different levels of the supply chain of smart phones, including original equipment manufacturers, distributors, retailers and so on.

3) Push up the installs of Uber in the popular application

Utilize Baidu map to push up installations of Uber. Purchase installations from some of the most popular applications, such as new apps like Today's Headlines, messaging apps like Wechat and date apps like MOMO.

Marketing Communications or Program Objectives

Media selection conventional and online/social media

1) The segment of tourists who prefer DIY tour

Carry out the celebrity marketing.

Uber can take advantage of Sanya resort. When celebrating the fifth anniversary of Uber in China, we can plan to hold an event "Participate in an unforgettable wedding trip together with the Stars ". Uber offers a free limousine service for couples to travel in Sanya. Uber will invite not only a newly-married star couple and 5 lucky newly-married couples but also a golden wedding star couple and 5 golden wedding lucky couples participate in the event. The lucky couples are selected randomly from the list of consumers who have used Uber for at least two years. Through the cooperation with Hunan Satellite TV or other well-known domestic television stations, Uber can shoot the process of the event into feature films and broadcast them on television and the Internet to promote the event and trigger widespread concern so as to expand the brand influence.

2) The segment of people who want to socialize and meet new people

Carry out word of mouth marketing.

Uber and Paramita are the deep-fried chicken in mobile Internet at present. Paramita is a cross-border e-commerce which provide cross-border online shopping service. Based on similar brand concept, Uber can cooperate with Paramita and choose Valentine's Day to hold an event called "Love is to be carpoled together". They can recruit 100 handsome boys and beautiful girls as love messengers. They ride with Uber waiting for a lucky encounter with another person. When they pick up someone, they will give the passenger a bunch of roses and a back of chocolate as a Valentine's gift. The mobile Internet allows people to have more contact with others and possibility of new things. Carpooling are the current popular and full of human life.

Through an extraordinary consumer travel experience in which a series of magic encounters happened, the service can be packaged into a compelling story with creativity and amusement. This can induce consumers to voluntarily act as spreaders who help Uber to complete propaganda together. Uber can post stories of consumers' experience of using Uber on social medias like Weibo and the friend circle in Wechat.

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Uber makes it possible for the drivers to have varied identities. Movie star, enterprise senior managers, writers who are seeking for inspiration, wealthy people who want to have different life experience and people like them in all walk of life can be Uber drivers. For example, when a women passenger meets the senior manager of a real estate company, they chat with each other happily. Over this encounter, the woman can buy a house of this real estate company through an internal preferential price with a huge discount. These stories arouse people's expectations for the magical connection and encounter.

Relevant Spokesperson and Rationale

Dawei Tong, a famous Chinese actor.

- 1) Dawei always plays a role who is a warm male in multiple teleplays, who is loved by the public. He has a strong affinity, which is in line with the values of Uber's humanistic services;
- 2) Dawei has successfully played the role of Uber driver. The video was in vogue on the Internet, in which he drove Uber and pick up consumers in Shanghai. This has aroused widespread concern, which expands the Uber brand awareness.
- 3) Dawei is a Chinese A-lister who has high exposure frequency, high popularity and strong appeal, which is conducive to enhancing the influence of the brand.

Marketing Communication Samples

When celebrating the fifth anniversary of Uber in China, Uber held an event "Participate in an unforgettable wedding trip together with the Stars ". Uber offered a free limousine service for couples to travel in Sanya. Uber invited not only a newly-married star couple and 5 lucky newly-married couples but also a golden wedding star couple and 5 golden wedding lucky couples participate in the event. The lucky couples are selected randomly from the list of consumers who have used Uber for at least two years. My uncle Zhangsan and his newly-married wife were the lucky couple who were selected. Uber provided them with motor homes and a driver who can serve them during the trip. They can drive the motor homes on the island, viewing amazing scenery of the sea and beach. The motor homes are also equipped with tents. When they want to camp on the beach, they can set up a tent and even hold a barbecue party. When the night falls, couples can lie in the tent, watch the moon rise and stars blink while chatting with each other and enjoying the wonderful shared moment. Through the cooperation with Hunan Satellite TV or other well-known domestic television stations, Uber shot the process of the event into feature films and broadcasted them on television and the Internet. The films attract a lot of couples to use Uber to take a DIY tour.

This communication strategy fits in the USP of Uber, which is providing unique and humanistic limousine service and truly concerning about the feeling of consumers.