

UBER ATLANTA: OUR STORY

U B E R

ABOUT UBER

U B E R

UBER – A GLOBAL FOOTPRINT

Uber was founded in 2009 by Garrett Camp and Travis Kalanick, and the service launched in San Francisco in June 2010. Since that time, Uber has extended its footprint across the globe.

In addition to providing the safest, most reliable, and cost effective option for individuals to move across cities, Uber now offers services such as UberRUSH, UberEssentials, & UberFresh.

- Uber Cities Worldwide: [304](#)
- Number of Countries: [56](#)
- Percentage of US Population Covered: [68%](#)
- Driver Jobs Generated By The Uber Platform Every Month: [50,000](#)
- Most College Towns Launched In A Day: [22](#)



WHAT IS UBER?

- [One Tap To Ride](#) – Uber uses a phone's GPS to detect a rider's location and connects them with the nearest available driver.
- [Reliable Pickups](#) – When a ride is requested, we'll find a driver and let the rider track their location on the map.
- [Clear Pricing](#) – A rider can view rates for their city in the app. They can also enter pickup and drop-off locations to get a fare quote for their trip.
- [Cashless & Convenient](#) – A rider doesn't need cash when they ride with Uber. Once they arrive at their destination, the fare is automatically charged to the card on file – no need to tip. We also email the rider a receipt.
- [Feedback Matters](#) – Partner drivers not only meet Uber standards, they meet rider standards. After each trip, a rider can rate their experience and provide additional feedback about their driver.
- [Fare Splitting](#) – Riders can invite their friends to split the fare. If their friends opt in, each person's credit card will be charged equally.



UBER IN ATLANTA

- Four Vehicle Options
- Cheapest Ride in Town
 - 35% Cheaper Than A Taxi
- 3-5 Minute Average ETA
- Reliable Coverage Inside & Outside The Perimeter
- Atlanta-Based Operations Team

Uber Atlanta Timeline:

- UberBLACK Launch: [August 2012](#)
- UberSUV Launch: [November 2012](#)
- uberX Launch: [June 2013](#)
- uberXL Launch: [September 2014](#)



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UBER BENEFIT TO BUSINESSES

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ACCESS TO ATLANTA

UBER HAS THE ABILITY TO PROVIDE OFFICES WITH A SAFE, CONVENIENT, AND RELIABLE TRANSPORTATION OPTION. BUILDINGS AND OFFICES ARE ALWAYS LOOKING TO PROVIDE THE LATEST AND MOST CONVENIENT PERKS TO TENANTS AND EMPLOYEES, AND UBER FITS RIGHT INTO THAT.

UBER4 BUSINESS IS ONE OF THE MOST RECENT FEATURES THAT UBER HAS ADDED TO ALLOW BUSINESS TO OPERATE MORE EFFICIENTLY AND EASE EXPENSING.

UBER PROVIDES A RELIABLE SERVICE FOR TENANTS WHO ARE LOOKING TO TRAVEL TO ANY OF THE FOLLOWING LOCATIONS:

HARTSFIELD-JACKSON INTERNATIONAL AIRPORT

PIEDMONT PARK

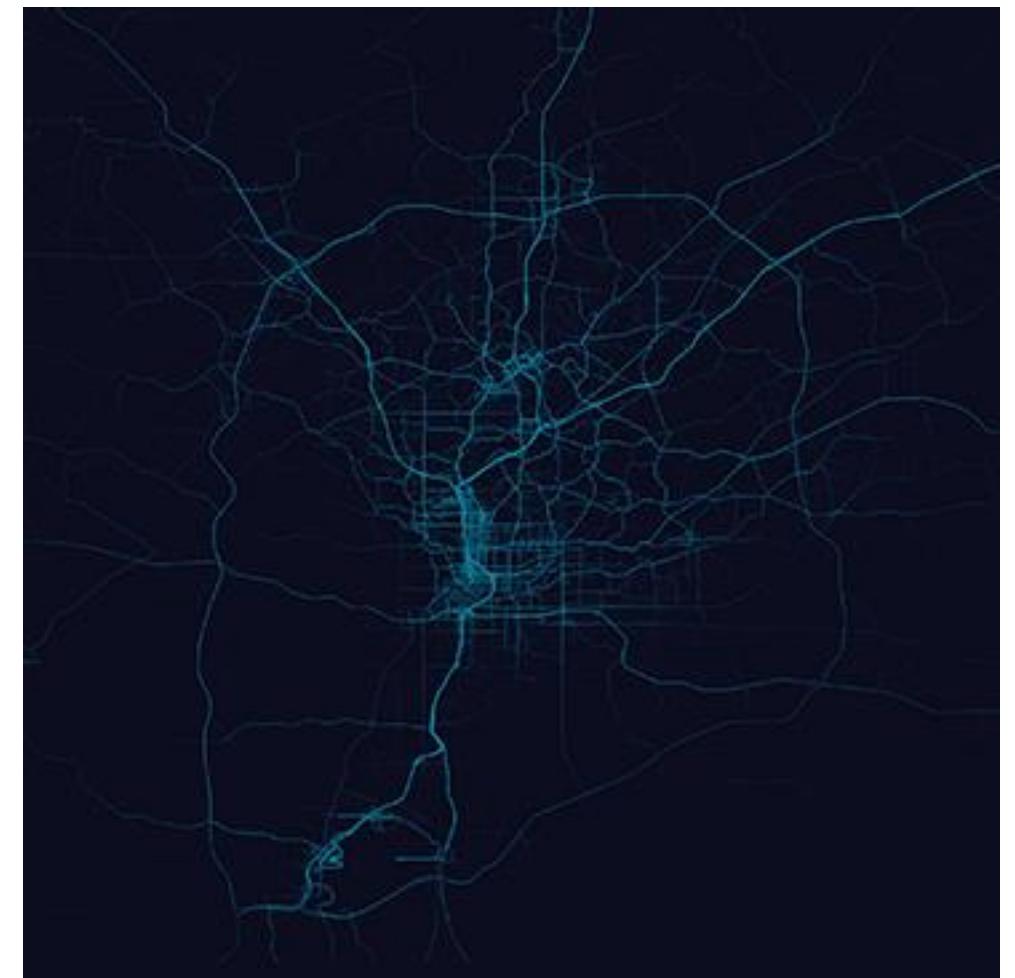
CRESCENT STREET

SIX FLAGS

VIRGINIA HIGHLANDS

THE ATLANTA ZOO

BUCKHEAD



U B E R

SAFEST RIDES ON THE ROAD

UBER IS COMMITTED TO CONNECTING RIDERS TO THE SAFEST RIDE ON THE ROAD. FROM THE MOMENT A RIDER REQUESTS A RIDE TO THE MOMENT THEY ARRIVE AT THEIR LOCATION, THE UBER EXPERIENCE HAS BEEN DESIGNED FROM THE GROUND UP WITH RIDER SAFETY IN MIND.

UBER SAFETY FEATURES INCLUDE:

BACKGROUND CHECKS YOU CAN TRUST

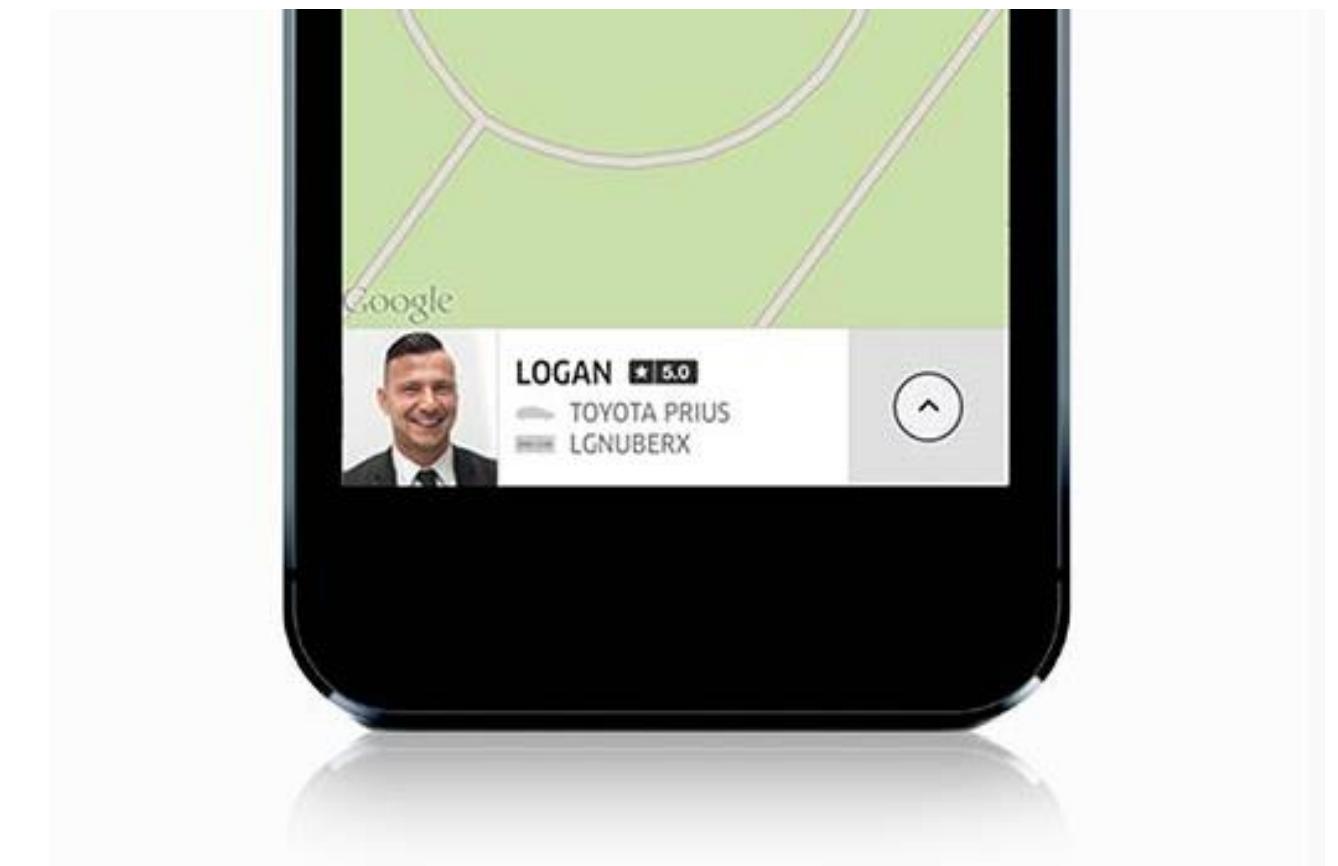
NO HAILING – SAFE PICKUPS

ANONYMOUS FEEDBACK, FULL ACCOUNTABILITY

DRIVER PROFILES FOR PEACE OF MIND

END-TO-END INSURANCE

VEHICLE STANDARDS



U B E R

GOALS WHEN WE THINK OF MARKETING:

EXECUTE ON ON-DEMAND STUNTS OR PARTNERSHIPS THAT FEEL DISTINCTLY UBER AND WILL RESONATE WITH OUR CURRENT RIDERS, BUT ALSO ATTRACT NEW ADVOCATES INTO THE FOLD

LEVERAGE OUR PLATFORM IN A TRULY UNIQUE WAY THAT PEOPLE SEE AS "MAGIC"

MAINTAIN A CERTAIN LEVEL OF MYSTERY THAT KEEPS PEOPLE EXCITED AND GUESSING WHAT WE'LL DO NEXT

EXPOSE UBER TO UNTAPPED DEMOGRAPHICS AND GIVE THEM A UNIQUE ENTRY POINT TO ENGAGE WITH THE APP

MAKE SURE IT MATCHES TO THE MARKET IDIOSYNCRASIES (UBERBOAT)

ALSO WANT TO BALANCE MARKETING EFFORTS FROM BROADER MARKETING INITIATIVES THAT PUSH THE BOUNDARIES OF OUR OPERATIONS (UBERPOOL, UBERFRESH)

CREATE SYNERGIES WITH LARGE SCALE PARTNERS (HOME DEPOT, AMEX, TARGET, TESLA, GOOGLE TO NAME A FEW)

HOW DOES UBER MAKE IT HAPPEN?:

WE CAN'T GIVE AWAY ALL OF OUR SECRETS BUT AT THE ESSENCE IT'S REALLY ABOUT "HOW DO YOU MAKE THE IMPOSSIBLE SEEM POSSIBLE AND ATTAINABLE."

WE'RE REALLY A TECHNOLOGY COMPANY THAT'S DONE REALLY WELL AT MARKETING OUR PRODUCT IN THE MOST CREATIVE AND SCALABLE WAY.

WE MOVE FAST AND ITERATE FAST IN ORDER TO STAY AHEAD OF THE CURVE

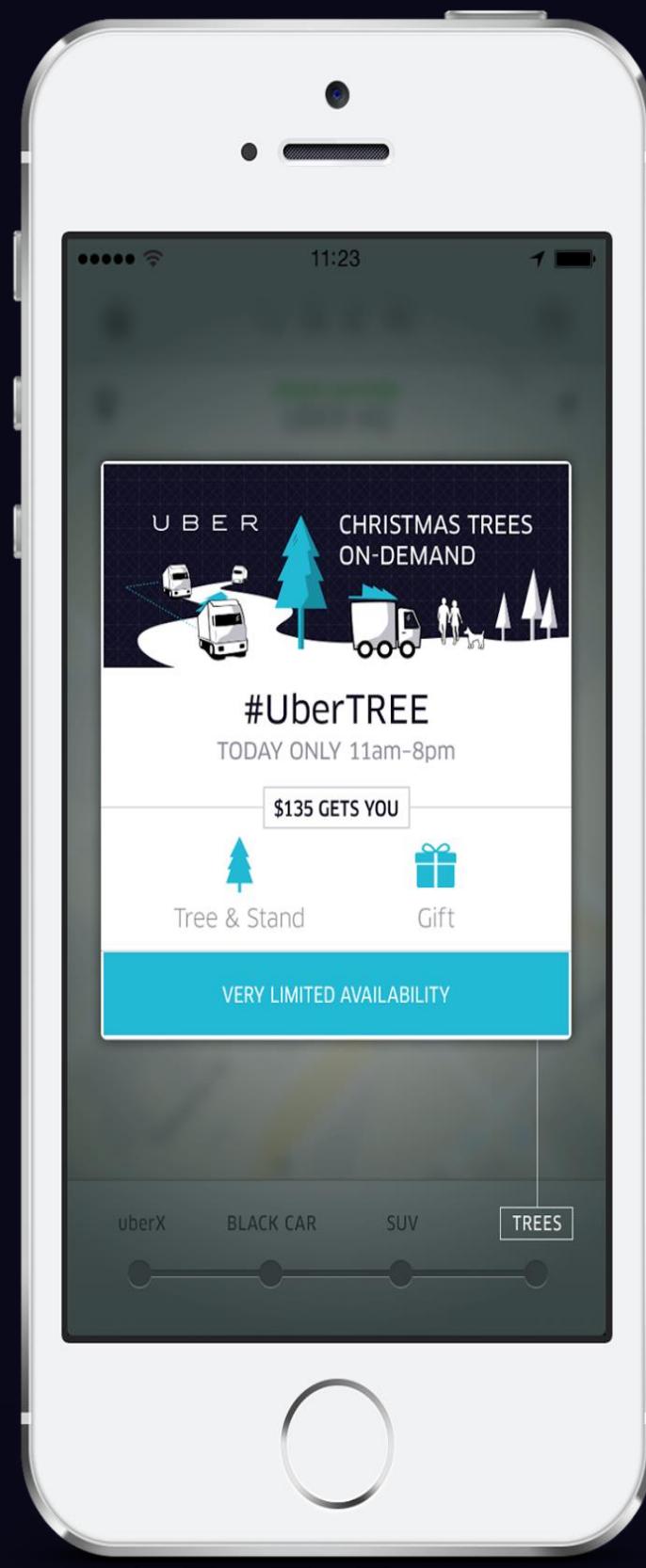
WE HIRE THE BEST AND BRIGHTEST PEOPLE IN THE WORLD WHO FORCE US TO PUSH THE ENVELOPE OF OUR BUSINESS.

THE FUN STUFF

U B E R

OTHER INITIATIVES:

- UberPool
- UberRush
- Uber A/C on Demand – NYC
- Uber Military
- Uber World Cup Promo
- UberHealth
- Uber + American Red Cross
- Uber + American Express
- Canne Film Festival
- UberFamily



#UBERTREE

U B E R



High-Level Deal Logistics:

- 10 US: ATL, BOS, CHI, DC, DAL, LA, NYC, PHILLY SD, SF
- Promotional Period: December 5th, 11am - 8pm
- \$135 per order Single Christmas Tree, stand, and Uber scarf
- Uber's first surprise and delight that was based purely on utility and a logistical pain point we could solve
- First time we partnered with Fortune 500 Company (#35) for multi-city surprise and delight

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PRESS

- Today Show
- ABC News
- LA Times
- TIME
- Huffington Post
- NY Times Bits
- Chicago Tribune
- INC.
- PC World
- Fast Company
- Atlanta Journal Constitution
- Business Insider
- Adweek
- Mashable
- Cnet
- Slate
- Boston Mag
- Boston Herald
- Curbed DC
- CBS Dallas
- Dallas Observer
- ABC New York
- Pando Daily
- Zimbio
- Technorati
- Beta Beat
- The Verge
- Philly.com
- Timeout Chicago
- International Design Times
- Philly Mag
- Nigeria Sun....what?!?
- Plus Tons more Local Press



FOX 5 ZUHAIRAH WASHINGTON
8:37 55° UBER
NCAAB Santa Clara 60 at CS-Ba
Paused



Paused

12/5/2013 11:24:49 PM

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SOCIAL



18 Million Impressions

1.5K

1.3K

1K

750

500

250

0

Email + Blog go live

Day of campaign

Uber Tree 1,443

#UberTREE 2,573



6474 clicks on blog.uber.com bitly (pushed on Twitter)

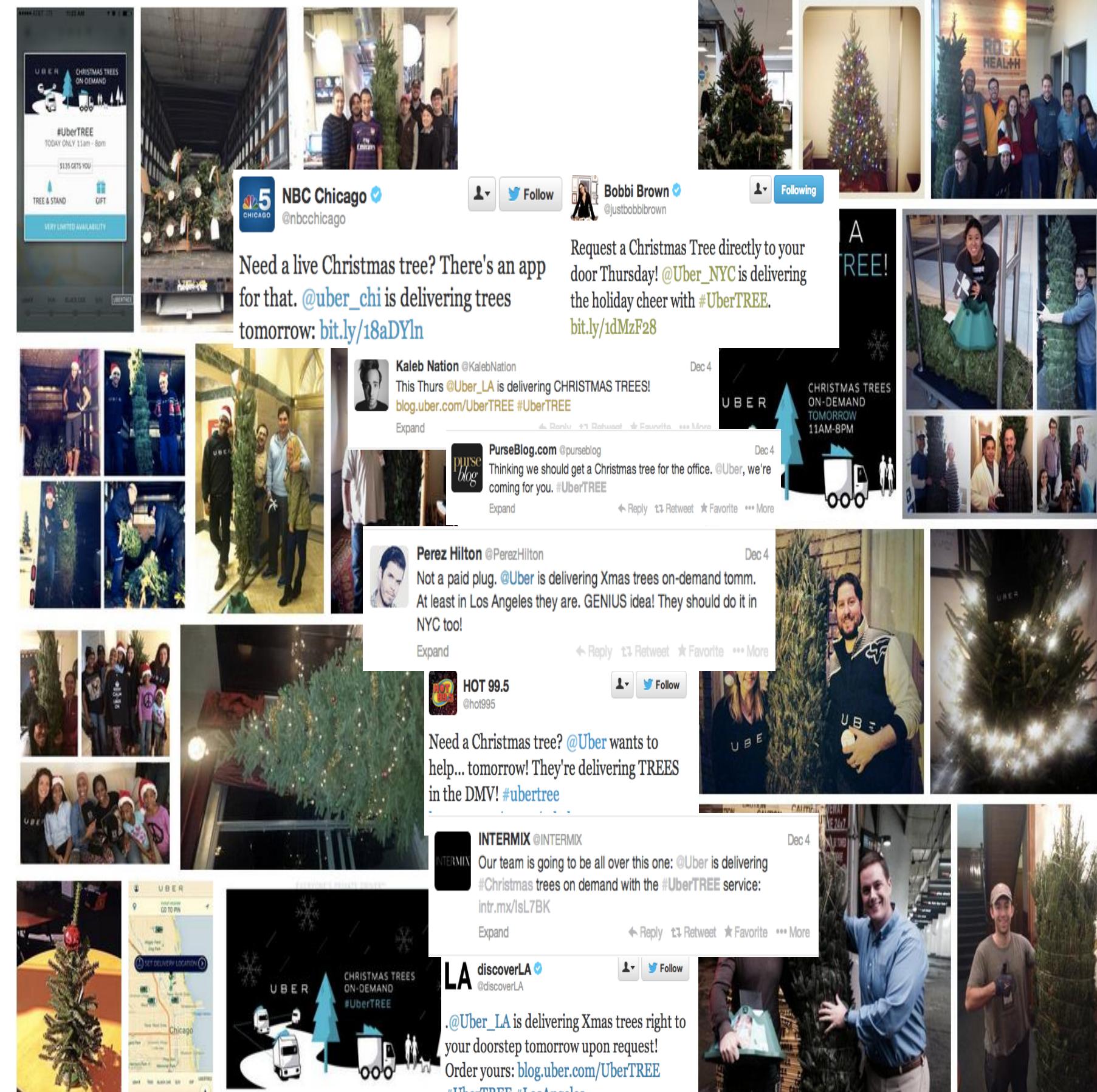


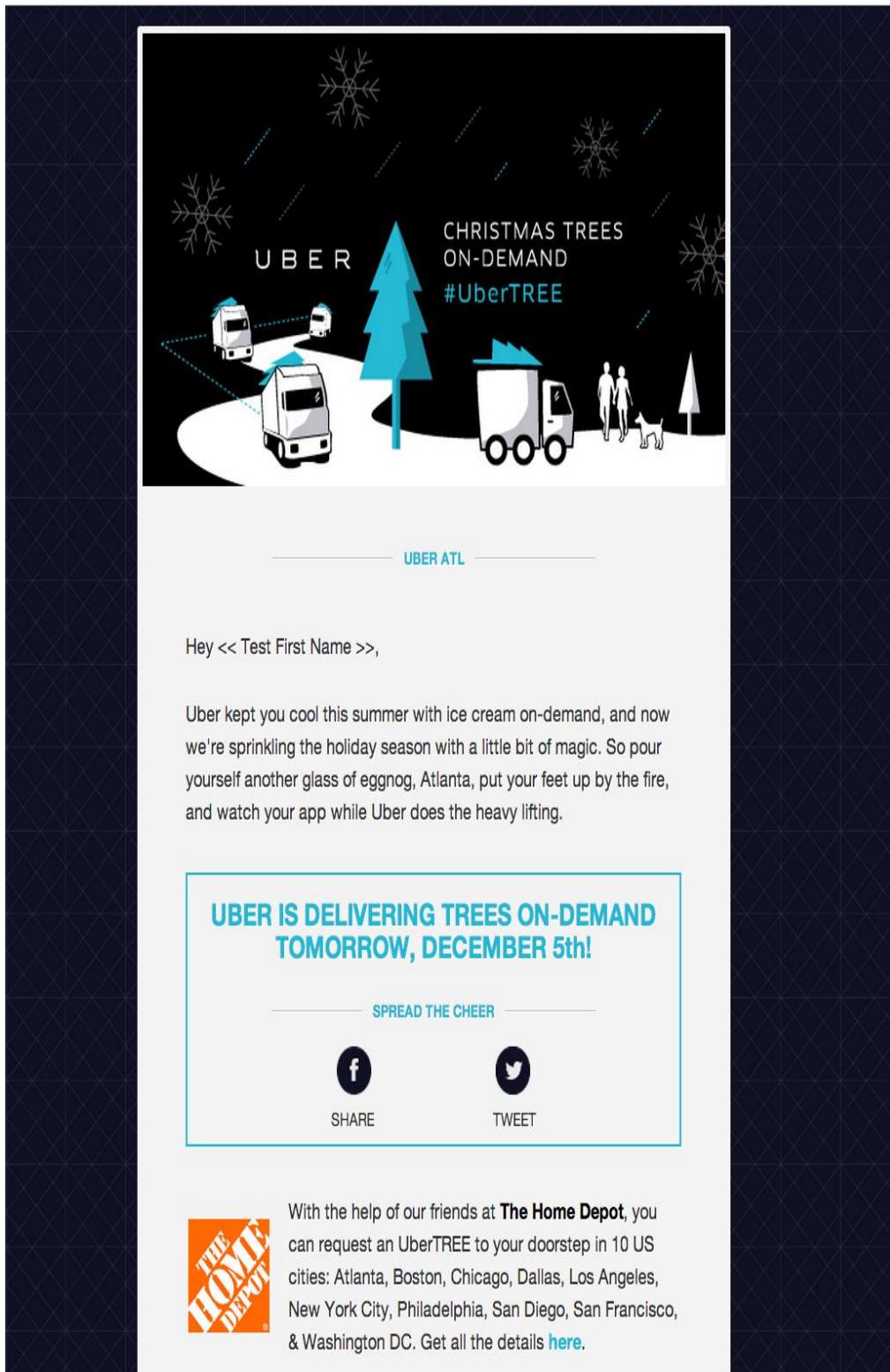
292 Instagram photos with #UberTREE



483 Likes. Reach: 59K (50K paid)

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HD Email Social

- Sent email to 10 participating cities with Uber in subject line
- Promoted all Uber city tweets throughout the day
- Geo targeted FB promotes in all 10 cities
- Provided radio spots in DC, ATL, LA

EVENTS

O #UberTREE, O #UberTREE



Instead of spending your weekend wrestling with a tree from the not-so-near farm or slushy street corner, kick back, pour yourself an extra glass of eggnog and watch your app as Uber takes care of the heavy lifting. With the help of **The Home Depot** and a bit of holiday magic, Uber will deliver a live tree to your doorstep with the touch of a button.

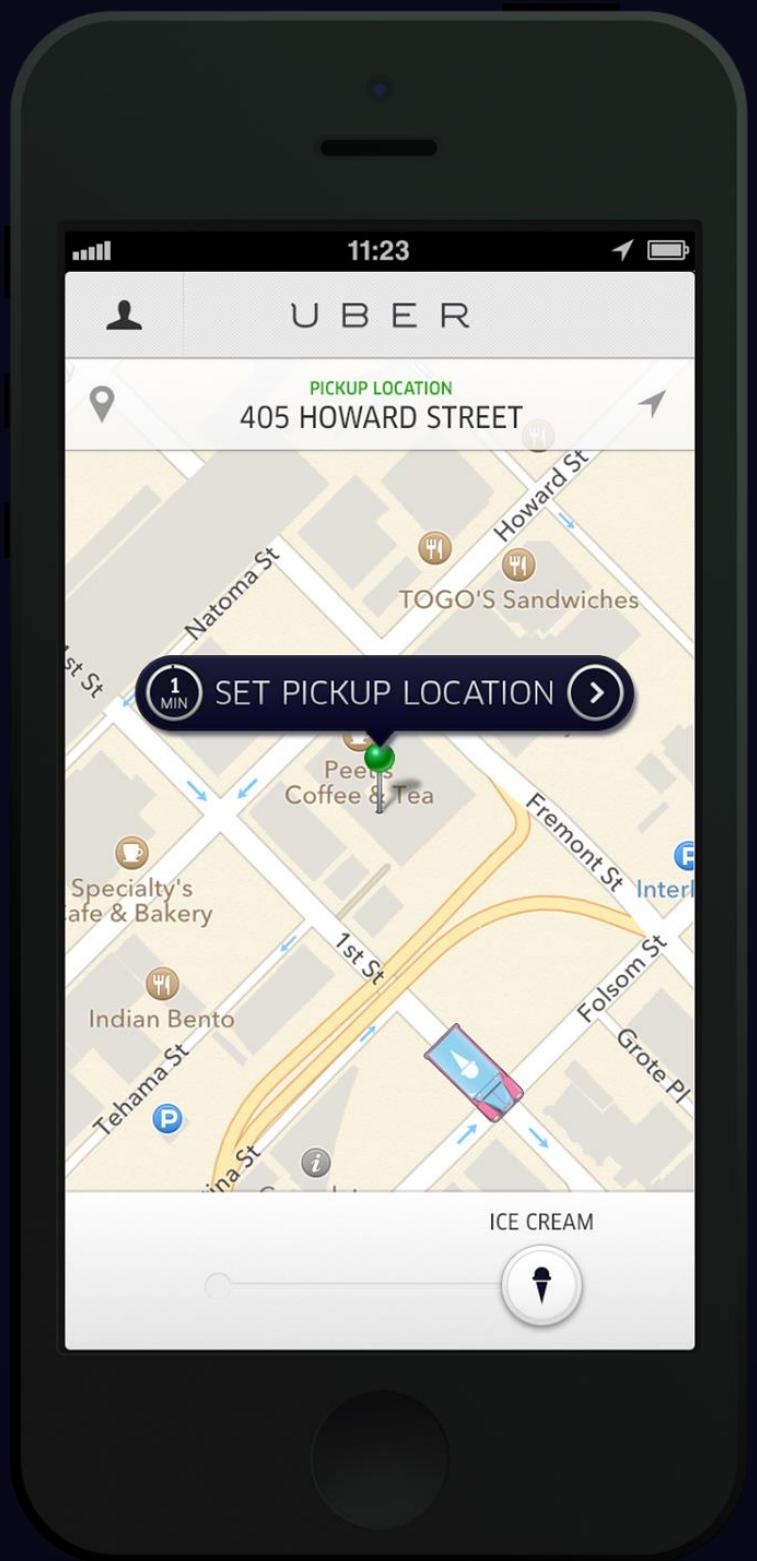
**WE'RE DELIVERING TREES ON-DEMAND
THURSDAY, DECEMBER 5TH**

HOW IT WORKS

1. Download the Uber app for [iPhone](#), [Android](#), or [Blackberry](#)
2. Between 11am - 8pm Thursday, request the "UberTREE" option via your app
3. If your timing is right, you'll have a tree, stand, and an Uber gift delivered to your front door within minutes
4. Keep in mind, **availability will be very limited**



In 10 participating Uber cities, we're delivering only the freshest of cuts, furnished by **The Home Depot**. Here's what you can expect on your doorstep in a matter of minutes:



#ICECREAM

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#UBERICECREAM



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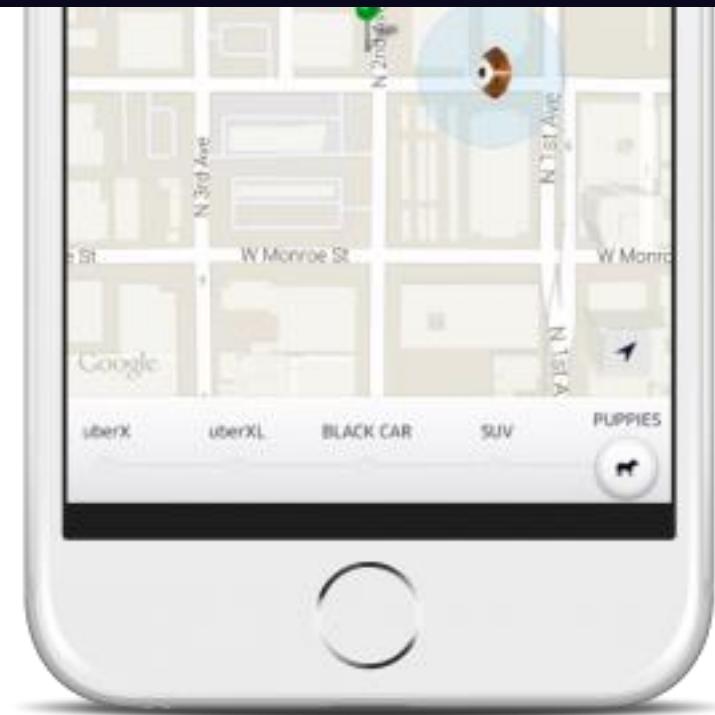
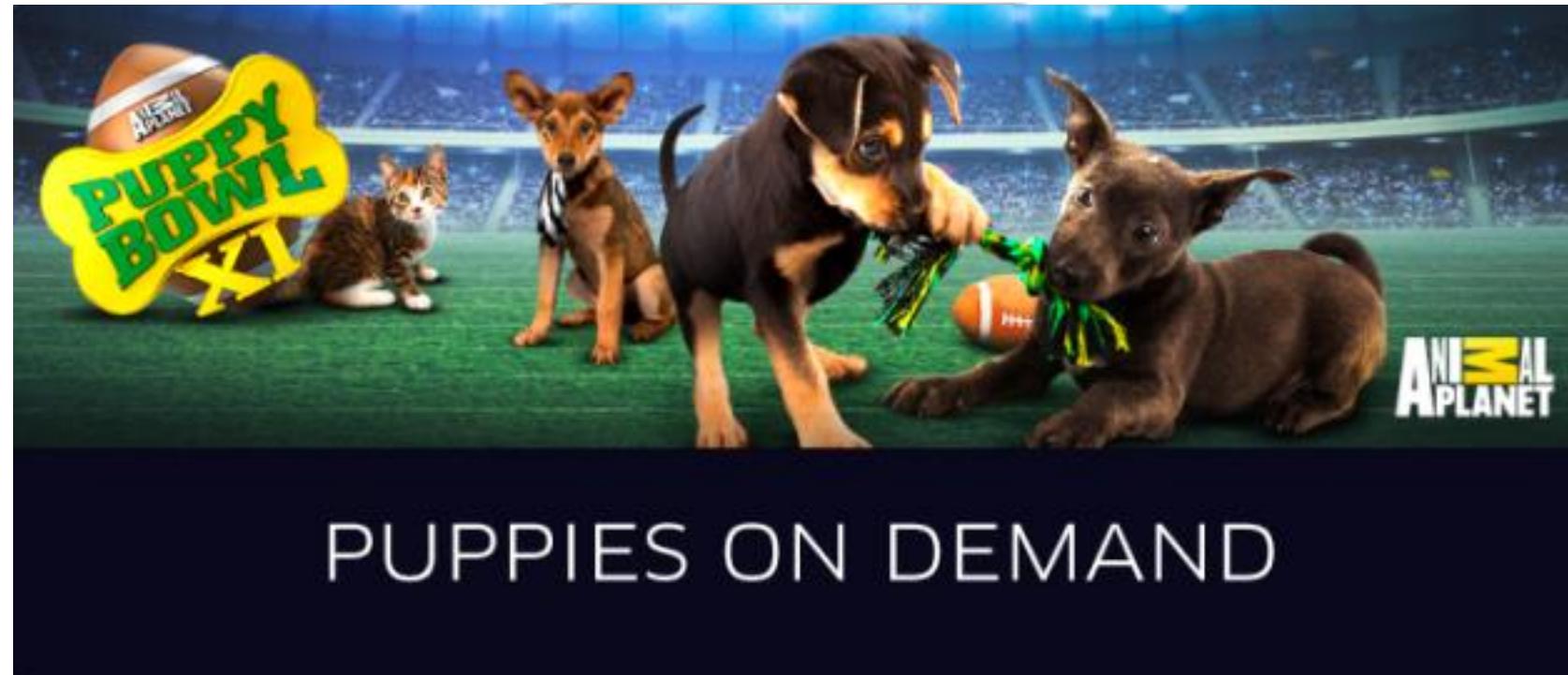
- Good Morning America
- CNBC/TK/NYC Stock Exchange
- Associated Press
- WSJ
- Huffington Post
- Washington Post
- Eater - National
- Engadget
- PC World
- TechCrunch
- Buzz feed
- Fox News
- CBS News
- IBT
- LA Times
- Fast Company
- Plus Tons more Local Press/Ride Along

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#UBERPUPPIES

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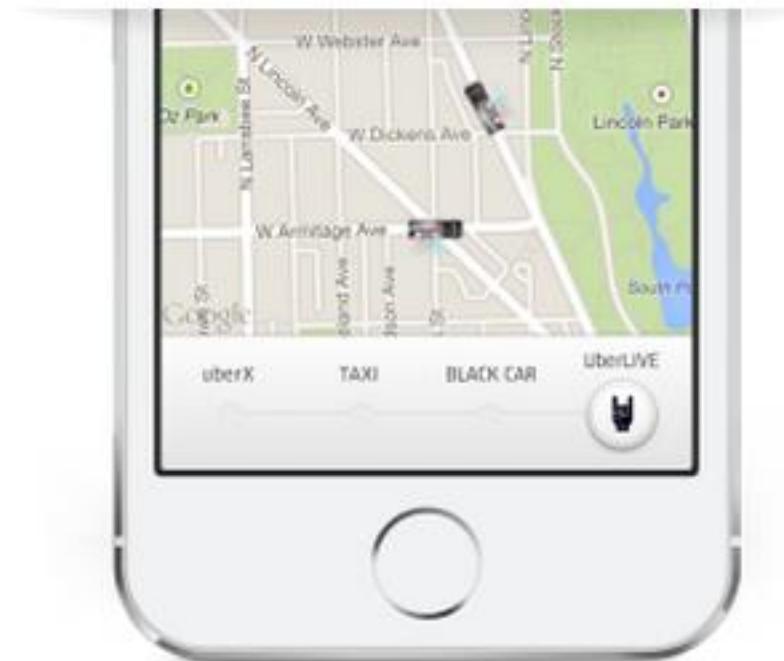
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CONCERTS ON DEMAND

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Request an #UberLIVE concert today between 2pm-8pm
and you could receive a performance by...

The Kooks • Phantogram
RAC • Wildcat! Wildcat!
Bombay Bicycle Club • Into It. Over It.

Click for a chance to win an exclusive LIVE performance!



U B E R

UBER + OUTKAST

U B E R



PURPOSE

1. To tie the Uber brand to an ATL landmark event
2. Get the ultimate Atlanta celebrity to encourage ridership
3. Drive signups
4. Re-engage inactive riders

WHY DO IT IN YOUR CITY?

1. There is a sold-out, major event in your city with lots of buzz
2. You want to reach a disengaged demo (signups & ridership)
3. You want a lot of press coverage
4. You're looking for a big promotion with low CPR to run in your city, plus get some press/social love!

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CAMPAIGN DETAILS

- Outkast to play 3 shows over 3 days, all sold-out
- Promotion to begin the week of the shows
- Existing & new users entered a dummy code to be eligible to request tickets each day of the show
- All tickets delivered in luxe partner vehicles (i.e.- Bentley, G-Wagon, etc.)
- CPR Deal: \$5 to charity of Outkast's choice
- Partnered directly with Outkast

PRESS HITS

- [Billboard](#)
- [Atlanta Journal Constitution](#)
- [XXL](#)
- [Vibe](#)
- [AllHipHop.com](#)
- [Karen Civil](#)
- [MissInfo.com](#)
- [HitFix](#)

The screenshot shows the Billboard website homepage. At the top, there's a navigation bar with links for News, Hot 100, Billboard 200, Charts, Lists, Business, Style, and Search Billboard. Above the main content area, there's a promotional banner for Monopoly at McDonald's. The main article headline is "OutKast Reveals Details for #ATLast Weekend Shows: Special Guests, Ticket Giveaways" by Colin Stutz. Below the headline is a photo of Andre 3000 and Big Boi performing on stage. To the right, there's a sidebar with the heading "On The Road" and a photo of a group of people.

billboard

News ▾ Hot 100 Billboard 200 Charts ▾ Lists Business Style Search Billboard

MONOPOLY IS BACK at McDONALD'S

LET'S PLAY THIS GAME ▶

ARTICLES / NEWS | THE JUICE

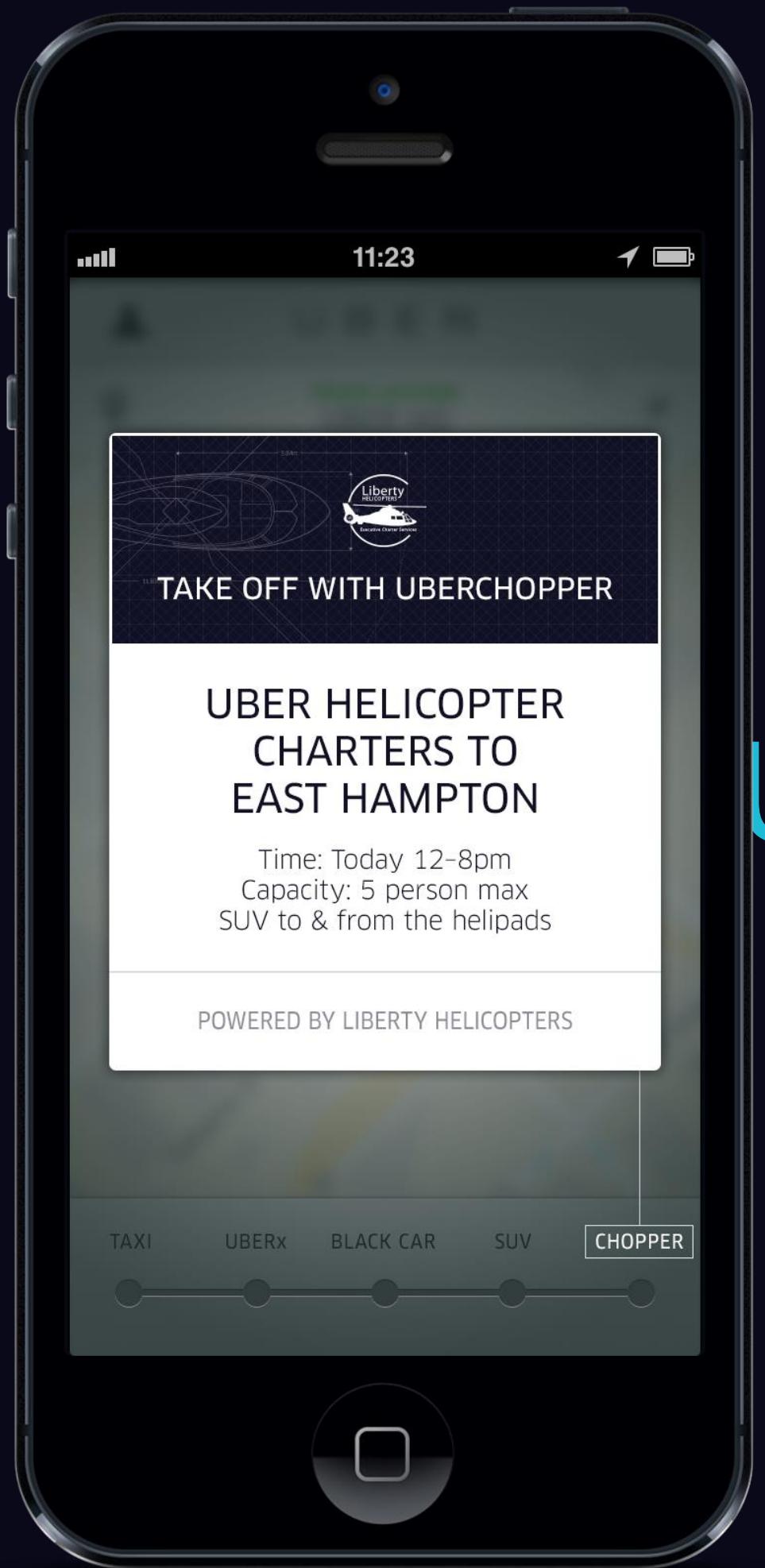
OutKast Reveals Details for #ATLast Weekend Shows: Special Guests, Ticket Giveaways

By Colin Stutz | September 23, 2014 8:44 PM EDT

On The Road

Andre 3000 and Big Boi of Outkast perform onstage during the 2014 Counterpoint Festival at Kingston

ON THE ROAD WITH GROUPLO



UBERCHOPPER

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