



BRAND CHALLENGE 2019

FEATURING
Uber

WELCOME TO THE BRAND X STUDENT EXPERIENCE DESIGN CHALLENGE, WHERE YOU DESIGN A MOCK EXPERIENTIAL CAMPAIGN FOR UBER!

The 2019 Brand X student design competition invites you to create a hypothetical campaign for Uber Health, a solution from Uber for healthcare providers to arrange rides for patients and caregivers.

Participating student teams will design a **Healthiest Town in America** campaign focused on using Uber to connect driver-partners, riders, and healthcare providers in the U.S. as well as generate awareness for improving accessibility to healthcare.

Note: This is a creative exercise; this proposal will not be an active Uber marketing campaign.

Grab a few friends and enter as a team! It all starts with your team viewing two training webcasts about Uber Health and experience design. You will then have the information you need to begin crafting an experiential campaign. The 2019 Brand X submission criteria will require student designers to submit an experiential campaign concept that includes the following components:

PART 1. OVERVIEW & STRATEGY

Your Strategy Brief. The campaign name is “The Healthiest Town in America” but you should give it a tagline. From the knowledge you gather from the Uber Health brand overview webcast, audience insights, and program objectives, explain your strategic approach and overall concept/campaign and how it supports Uber Health’s objectives.

Your Big Idea. Provide a creative summary of the campaign that supports your strategy. Your creative summary should describe how you plan to entice audiences to engage with the Uber Health brand, goals and message. Explain in a two-paragraph executive summary (“elevator pitch”) your big idea and why people will be motivated to participate.

Note: There must be a business objective/goal for this campaign—i.e. promoting healthcare clinics or professionals to sign up with Uber Health. Secondly, the campaign should promote awareness of the personal value and community improvements Uber Health offers riders/drivers, thereby elevating the Uber brand as a whole.

PART 2. BRINGING THE IDEA TO LIFE

Your Plan. Now you need to demonstrate how you will bring your big idea to life across different marketing channels and to multiple audiences. Explain in detail how your concept will manifest itself online and offline, as well as gain momentum before, during and after the campaign. Your concept must include the following components:

Required Element #1. THE TOWN AND MESSAGE. The right experience starts, in this case, with the right location.

- Select a town in the U.S. for your experiential Uber Health campaign.
- Give detailed metrics (e.g. population, demographic makeup, current infrastructure, industry presence, legislative priorities and economic factors) as to why you selected this town.
- Explain the overall message/theme of the campaign that you will communicate to the town.

Required Element #2. DRIVING BUZZ. Driving pre-experience excitement and awareness is key.

- Create a social media and online teaser campaign to launch, promote, and build buzz and excitement for your activation.
- Describe overall teaser campaign theme, message and where the campaign will live, how it will function, etc.
- Explain exactly where elements of this teaser campaign will appear and when—describe all offline locations as well as online locations (specific social channels, program web page, microsite, mobile app, etc.)



BRAND CHALLENGE 2019

FEATURING

Uber

PART 2 (continued)

Required Element #3. LIVE EXPERIENCES. Branded spaces and activations that bring the Uber Health brand to life.

- For Healthcare Providers. Design a 20-foot x 20-foot “pop-up” activation space to be used to target healthcare providers and promote the value of Uber Health to the well-being of their patients. This activation can be set-up in one location or moved around to multiple locations.
- For Riders and Drivers. Design other activations and experiences around town in public spaces to promote the campaign to riders and drivers—i.e. Uber pick-up/drop-off stations, pop-up kiosks, community center activations, street marketing, malls, etc. Make sure these promote “healthy living for everyone” in the town. (Ideally there would be some driving element to tie back to Uber Health’s core brand and business offering.)
- Think Local. Lean into and leverage local elements of the town that can give this concept credibility with its audience.
- Tie It to the Goal. Remember, there must be a business objective/goal for the campaign—i.e. promoting healthcare clinics or professionals to sign up with Uber Health. Secondly, the campaign should promote awareness of the personal value and community improvements Uber Health offers riders/drivers, thereby elevating the Uber brand as a whole.
- Digital Support. Provide a run-through of any social media, online elements and technology that may support or extend/amplify your live experiences.

PART 3. DESIGNING SUCCESS

How You Measure Success. Looking good is only half the battle. Experience design is only successful if it motivates audiences to act. You need to demonstrate that your plan will deliver results.

- Sample Activation Report: Provide a summary of how you will communicate to your executive team why this program would be deemed a success. This should include a list of success benchmarks and key performance indicators (KPIs) that you’ve defined to measure success throughout the campaign.

WHY SHOULD YOU BE PART OF THE BRAND X CHALLENGE?

- You’ll participate in “experience design” for one of the world’s fastest-growing and recognizable brands—great experience to highlight on your resume.
- Your design ideas will focus on one of today’s most important global initiatives – access to healthcare and wellness for everyone—sure to get the attention of potential employers (even if you don’t win).
- You’ll work with professional experience designers who will help you refine and enhance your ideas—invaluable exposure and access to professionals who will help you understand what it’s like in the “real world” and potentially valuable contacts for future employment.
- A magazine article on you! The opportunity to have your work seen by one million marketing and design professionals in the pages of Event Marketer Magazine and on eventmarketer.com, the leading resources covering experience marketing and design.
- Great work to feature in your portfolio.
- Participation and recognition of your work in front of thousands of industry professionals at the 2019 Experiential Marketing Summit, on May 15, 2019 (airfare and hotel provided to winners)—an amazing opportunity to meet and network with prospective employers.
- Gain real-world experience in creating a hypothetical experience marketing program.
- \$5,000 cash for the winning team, \$2,000 for second place and \$1,000 for third.