

The Road to a **Healthier** You

Uber
Health

Overview

Campaign Overview and Why Los Angeles

Campaign Overview

Goals	<ul style="list-style-type: none">• Encourage healthcare providers to sign up with Uber Health• Increase general awareness of the services• Emphasize Uber's role in breaking down barriers to healthcare
Tagline	"The Road to a Healthier You"
Target City	Los Angeles, CA



Overview

Driving Buzz

Live Experience

20 x 20 Pop-Up

Conclusion

Demographics

Los Angeles

Populations at Risk for Missing Doctors Appointments

58.1% of population is black or Latino ↔ High minority representation

Female population > male population ↔ Disproportionately female

20.4% poverty rate ↔ Tends to be low income



Overview

Driving Buzz

Live Experience

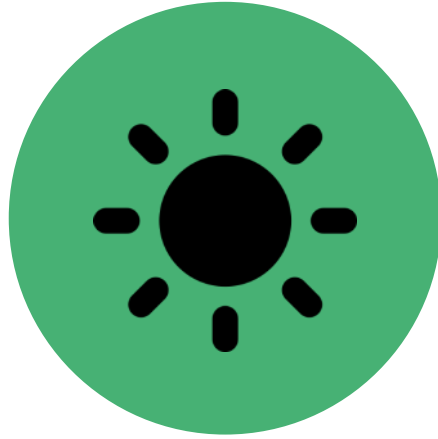
20 x 20 Pop-Up

Conclusion

Other factors



High quantity of
quality hospitals



Great weather
(for walking)



Strong Instagram
culture



Poor public
transportation



Overview

Driving Buzz

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20 x 20 Pop-Up

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Driving Buzz

Social Media and App-Powered Game

Social Media Campaign



Posting Own
Video



Reposting Viral
Video on Story



Overview

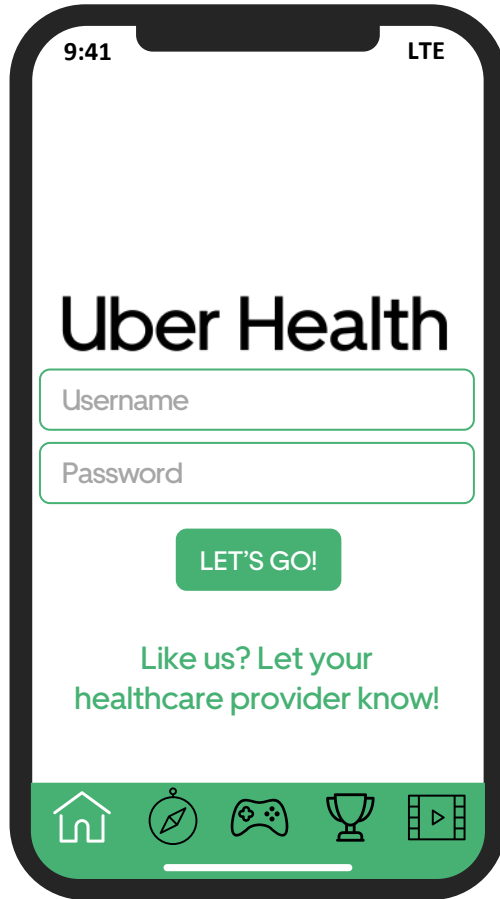
Driving Buzz

Live Experience

20 x 20 Pop-Up

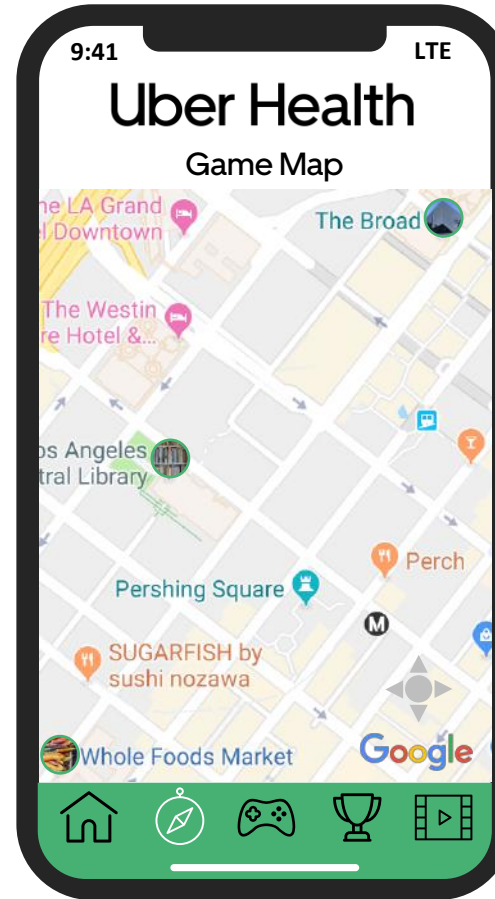
Conclusion

Mobile Application



Login to track points and usage

Link to notify healthcare provider



Icons indicating badge locations

Arrows to scroll through map



Overview

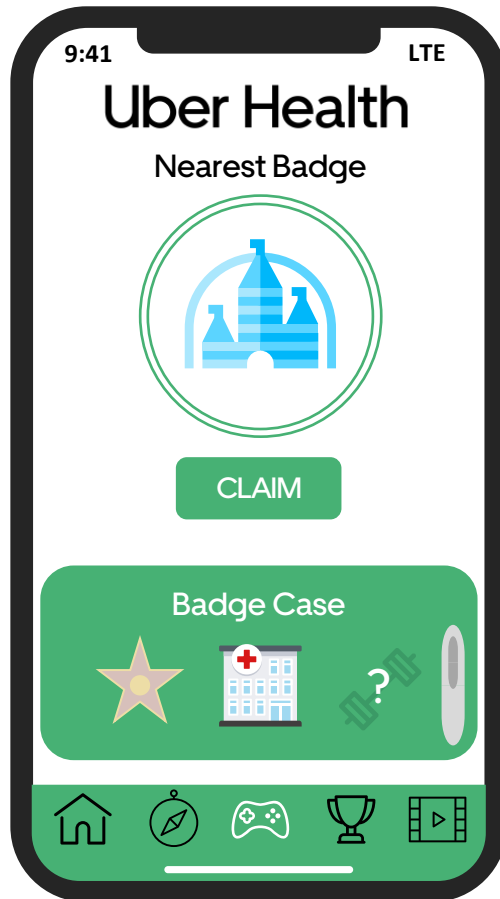
Driving Buzz

Live Experience

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Conclusion

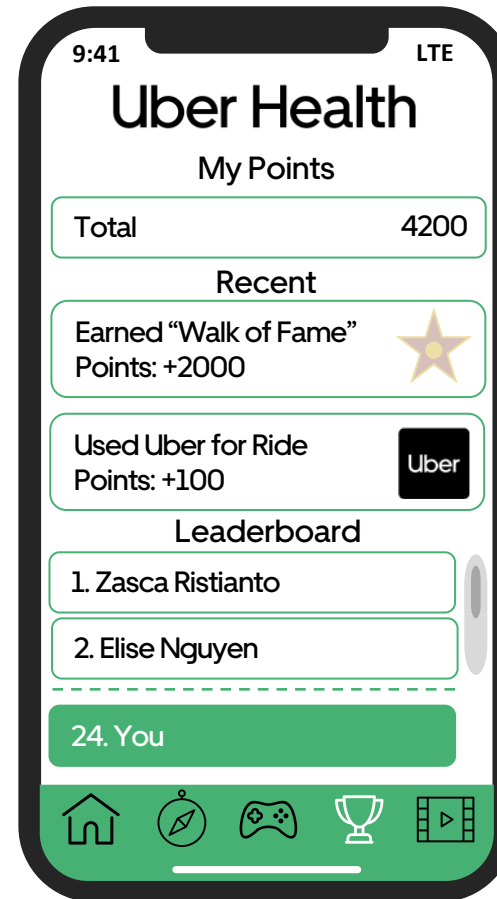
Mobile Application



Nearest badge to user location

Claim button activated near kiosk

Badge case with collected badges



Total based on badges and actions

Displays how points are gained

Competition leaderboard



Overview

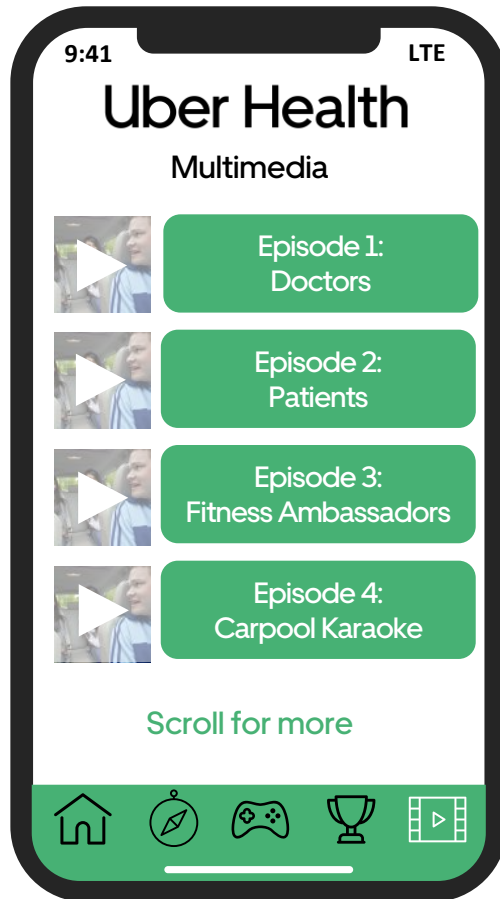
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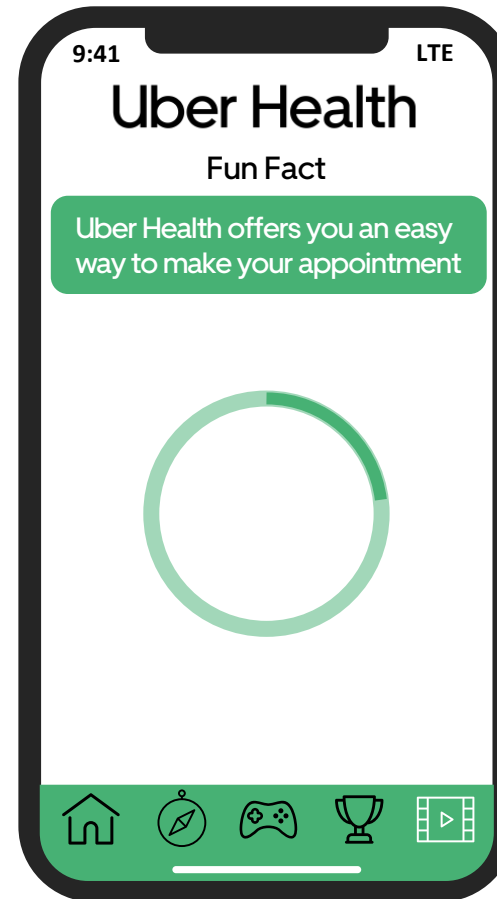
Mobile Application



Articles, videos,
and social posts

Compilations from
#WhatHealthMeans
ToYou challenge

Star guest as social
media reward



Fact about Uber
Health or its impact

Loading and
passive screens



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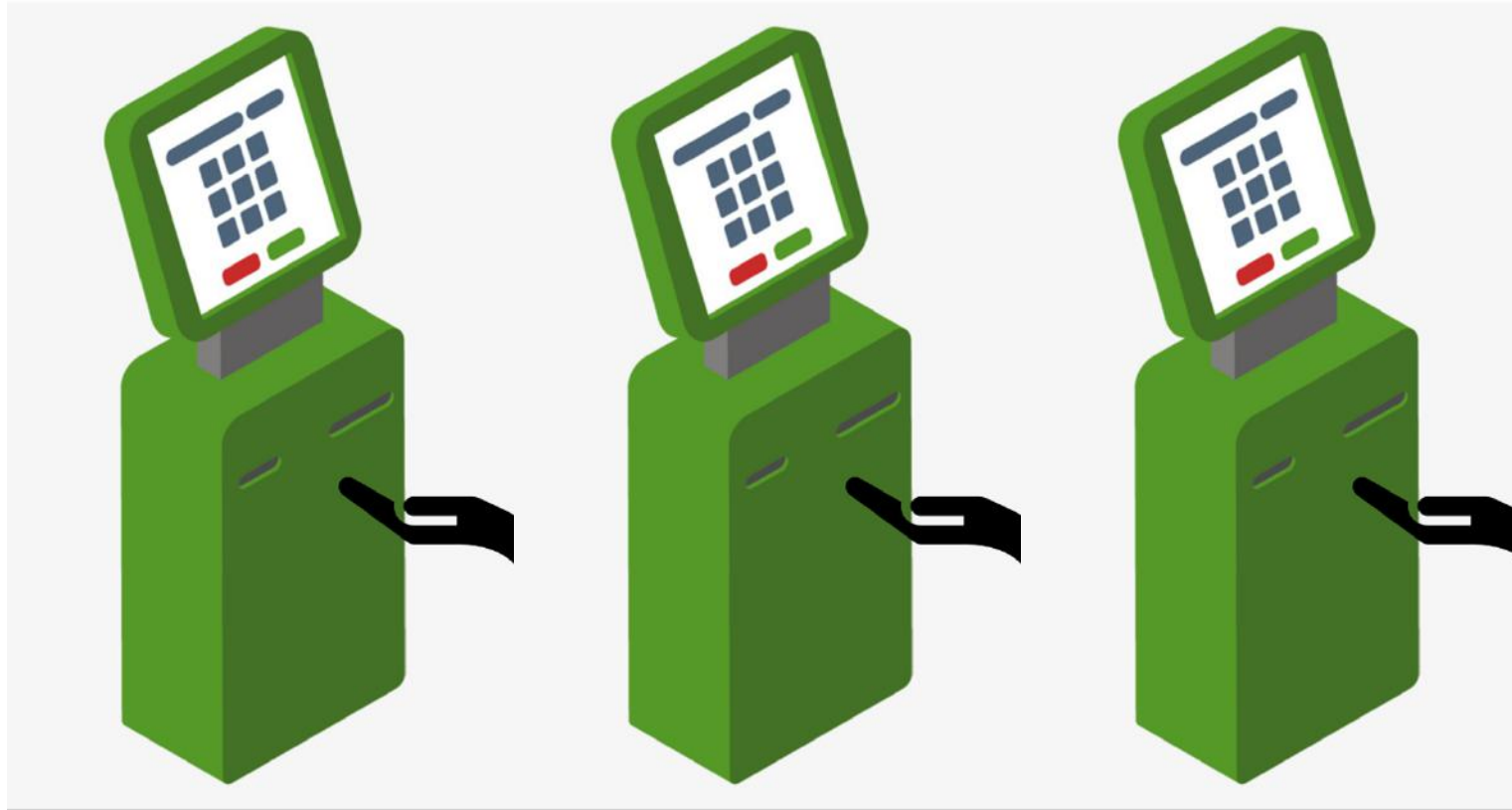
Live Experiences

Vending Machines, Fun Ways to Get Around
LA, and 20x20 Maze

For Drivers

Vending Machines with Car Goodies

Vending machines



Drivers can log into vending machines where they will be prompted with a poll.

After they answer the poll, the machine will give them a prize: fluffy dice, car freshener, neck pillows, etc.



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Vending Machine Interface

Welcome, Uber Driver!

Sign in using your driver account.

Sign In

To get a prize, answer this poll!

People miss their doctors appointments for many reasons. What do you think is one of these reasons?

- a. Anxiety/fear of doctors
- b. Lack of economic resources
- c. Poor public transportation
- d. Forgetfulness

Poll Results

a. 20%, b. 15%, c. 15%, d. 50%

The correct answer is all of the above! People miss their doctors appointments for many reasons, but Uber Health makes sure that doesn't happen.

Thanks for being an Uber driver! Pick up your prize below.



Overview

Driving Buzz

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For Riders

Fun Ways to Get Around LA

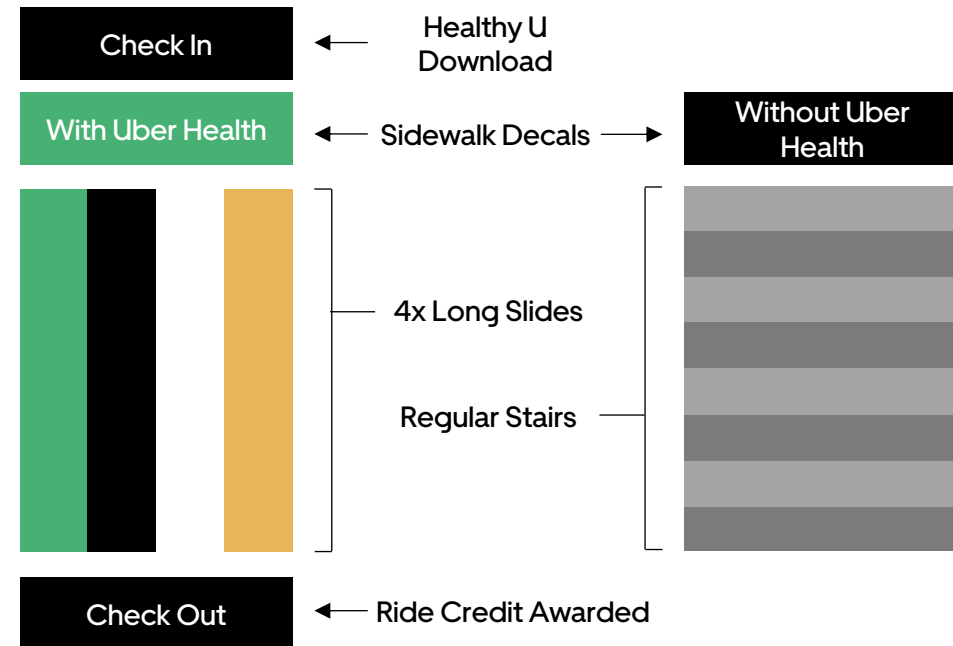
Installation #1: Slides + Downtown LA

 Bunker Hill Stairs, Downtown LA

Visualization



Flow Diagram



Overview

Driving Buzz

Live Experience

20 x 20 Pop-Up

Conclusion

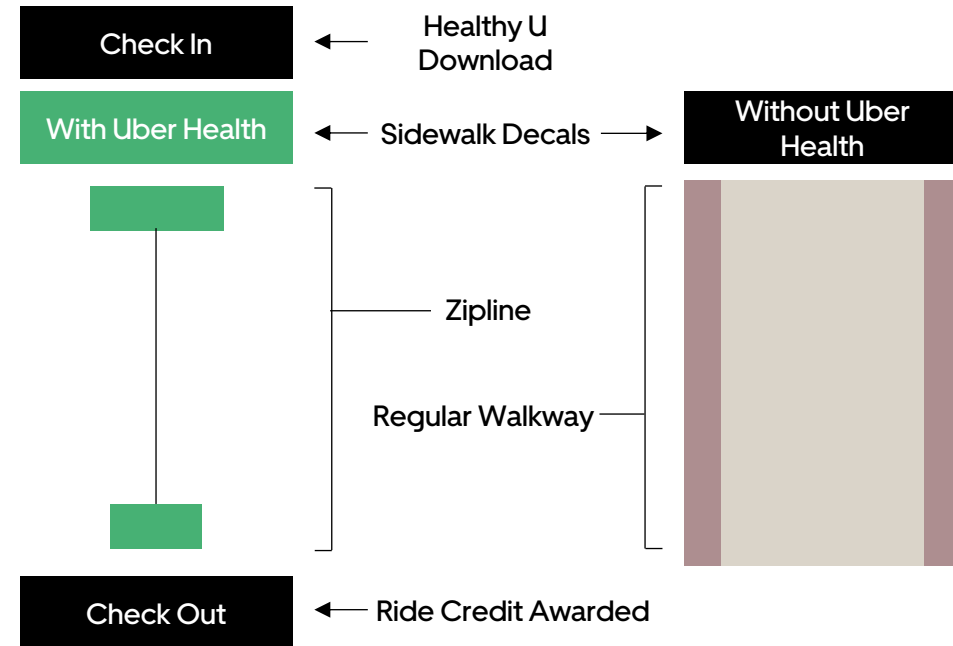
Installation #2: Zipline + USC

📍 McCarthy Quad, USC

Visualization



Flow Diagram



Overview

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Conclusion

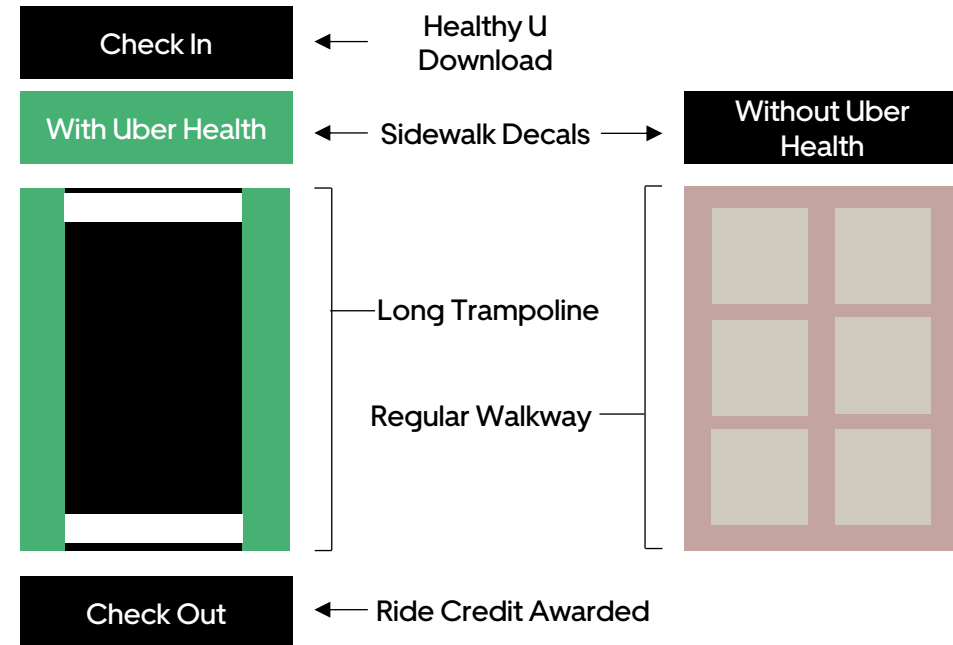
Installation #3: Trampolines + UCLA

 Royce Hall, UCLA

Visualization



Flow Diagram



Overview

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Conclusion

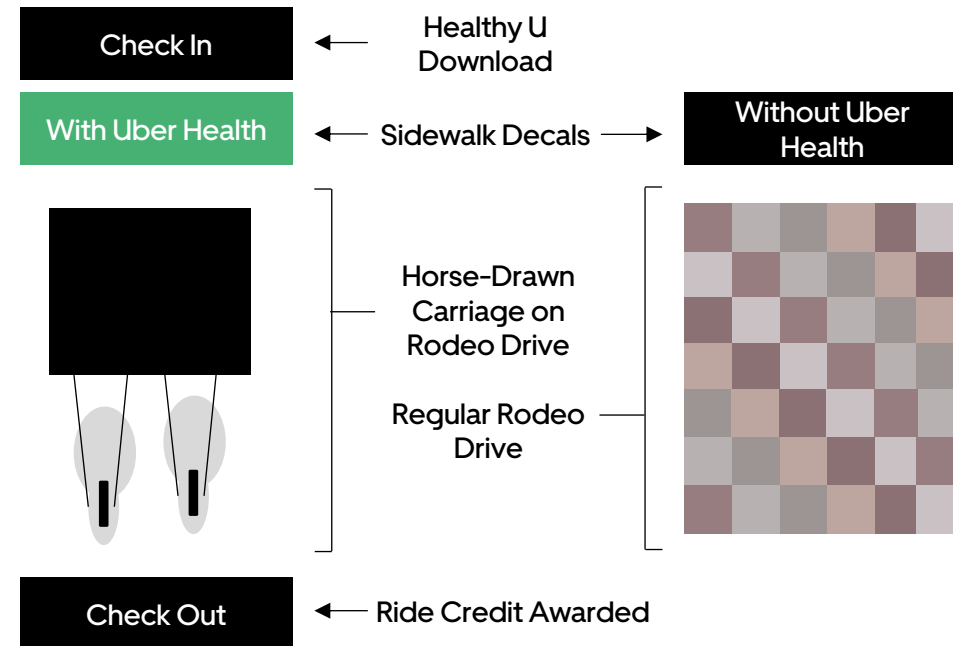
Installation #4: Horse-Drawn Carriage + Beverly Hills

📍 Rodeo Drive, Beverly Hills

Visualization



Flow Diagram



Overview

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20 x 20 Pop-Up

Conclusion

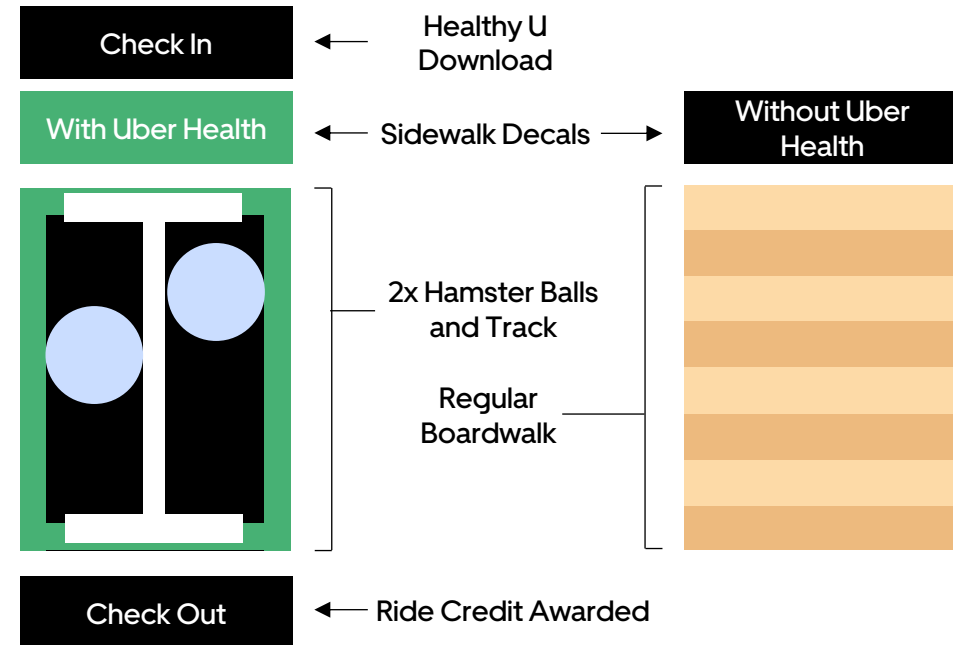
Installation #5: Hamster Balls + Santa Monica

📍 Boardwalk, Santa Monica

Visualization



Flow Diagram



Overview

Driving Buzz

Live Experience

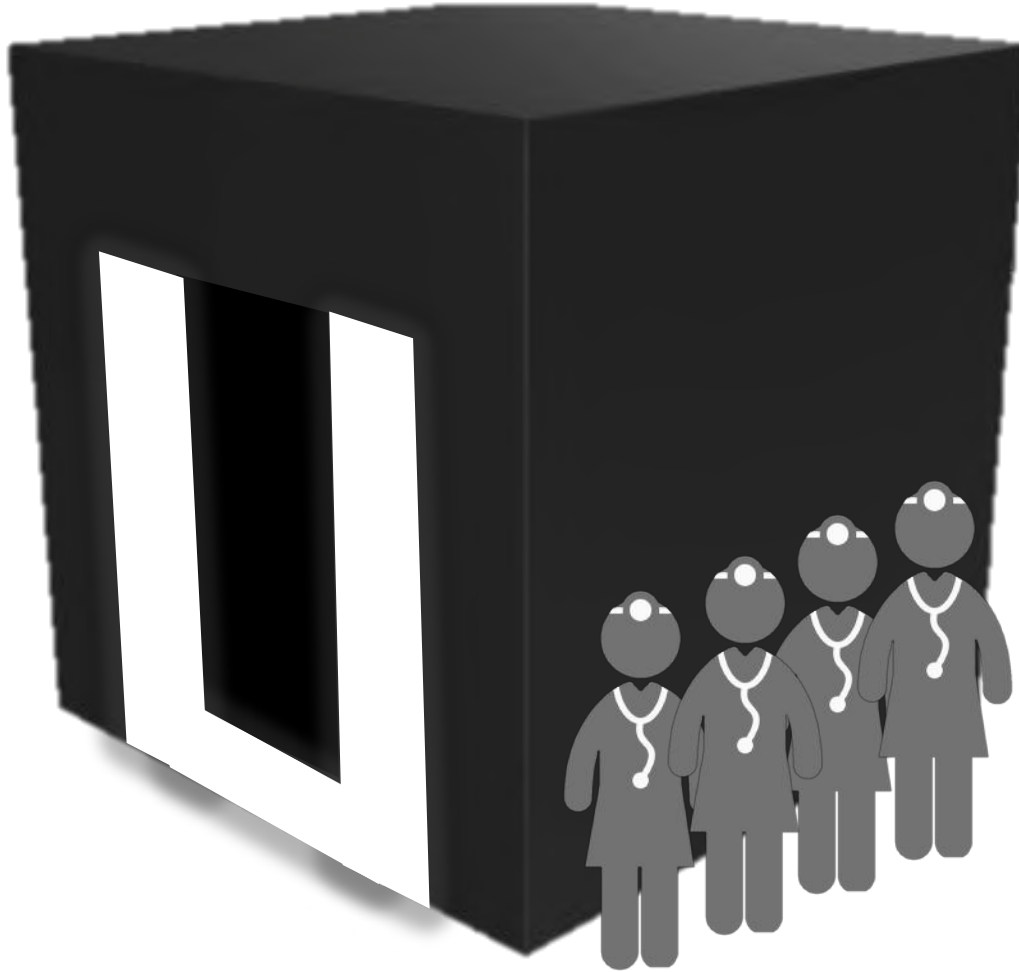
20 x 20 Pop-Up

Conclusion

For Healthcare Providers

20x20 Maze Popup

20x20 pop up overview



- 20x20 foot exhibit
- Fitness Playground
Waiting Area
- Download of mobile
app
- Augmented Reality
Maze
- Rewards and
Photobooth

Overview

Driving Buzz

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Healthy Town Pop-Up



Overview

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Additional Elements



Interactive Game
Wall by Queue



Download "Healthy U" App
for Maze Navigation



U Playground in
Waiting Area



Overview

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Conclusion

User enters the maze



Overview

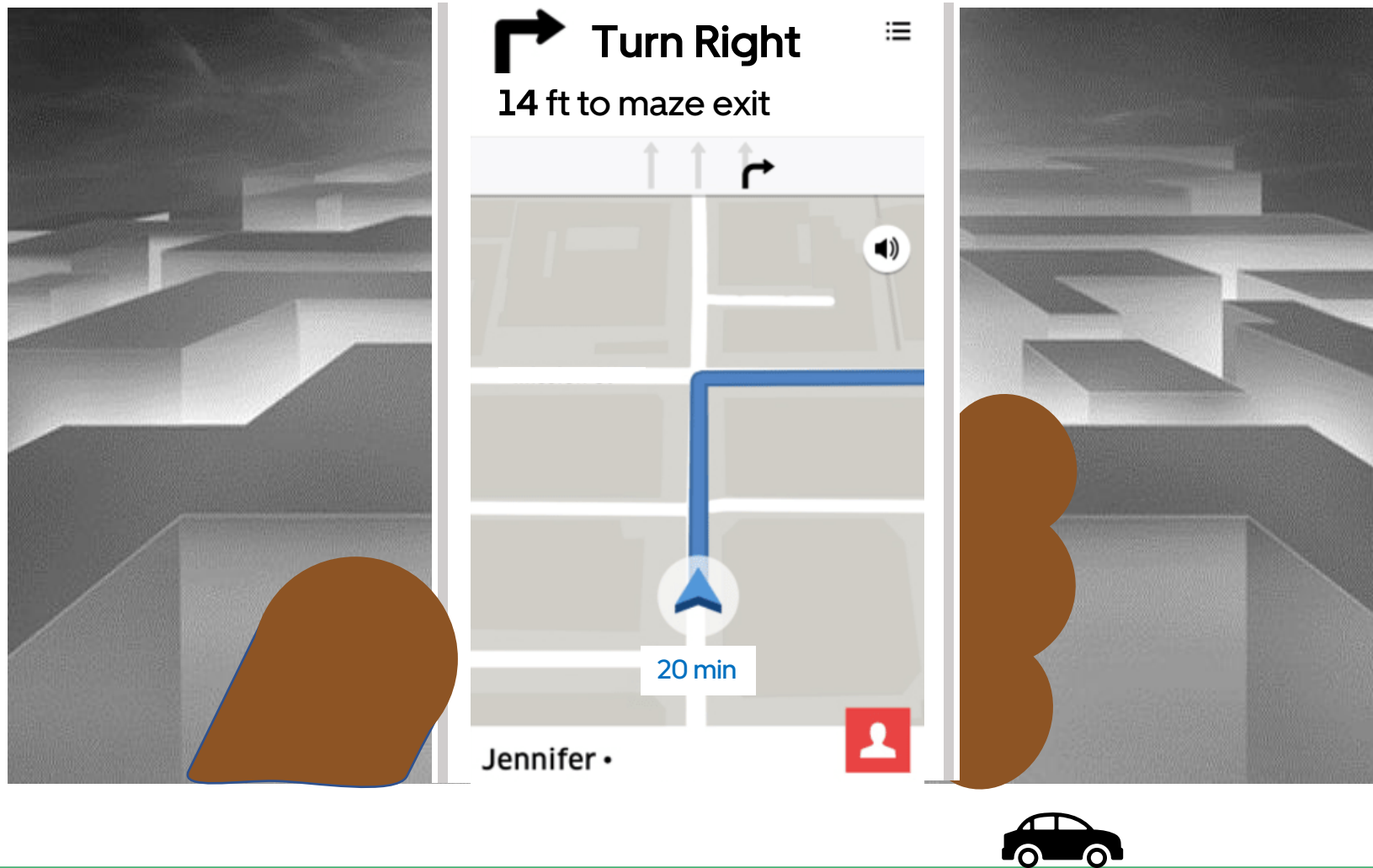
Driving Buzz

Live Experience

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Conclusion

User navigates the maze using Uber's GPS interface



Overview

Driving Buzz

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Conclusion

User encounters dead ends in the maze,
representing barriers patients face to get
healthcare

ROAD

BLOCKED



Overview

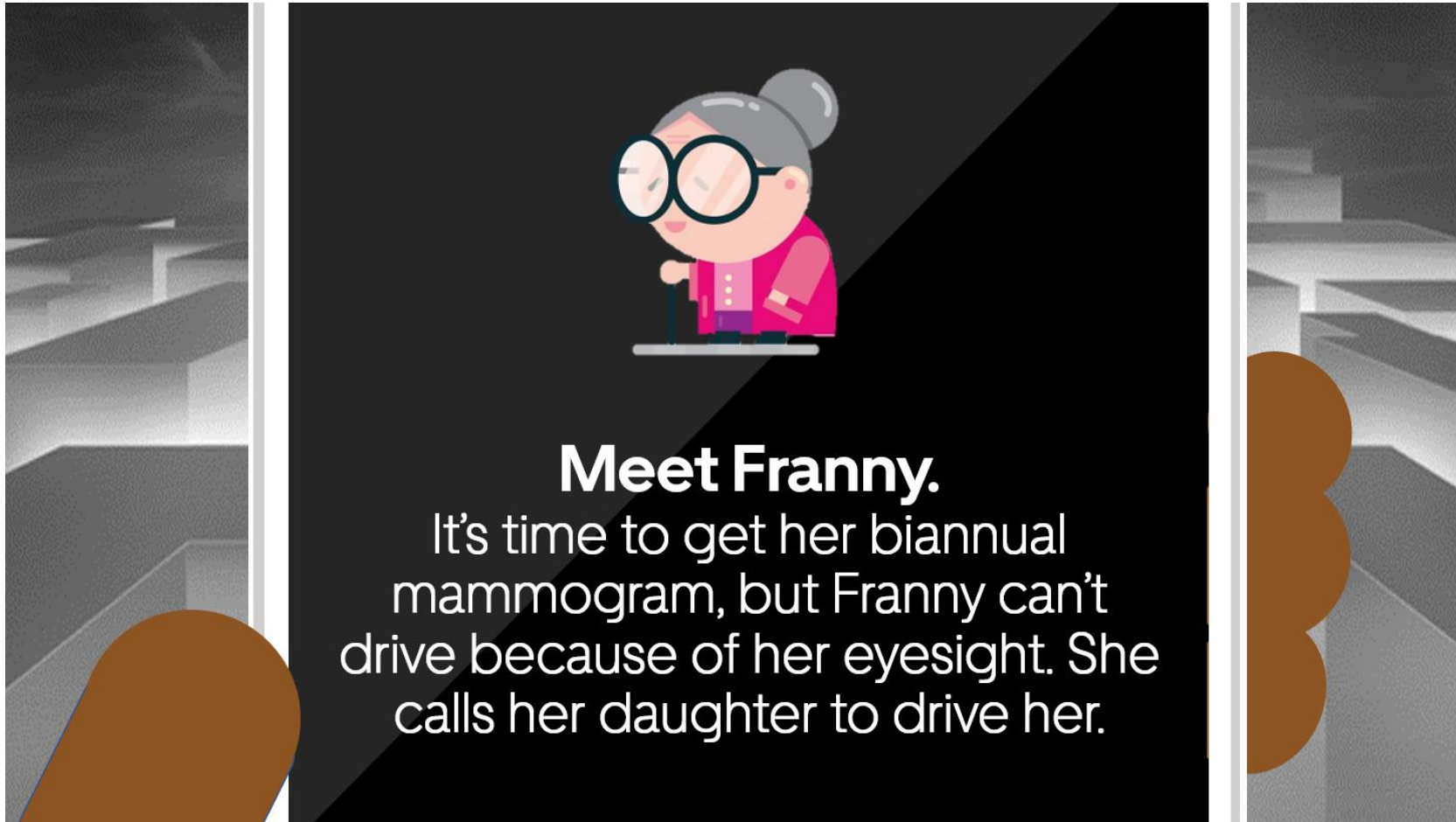
Driving Buzz

Live Experience

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Conclusion

Screen changes from navigation to character intro



Overview

Driving Buzz

Live Experience

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Conclusion

User calls Franny's daughter on their phone



Overview

Driving Buzz

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Conclusion

**“Mom, I’m so sorry! I
can’t drive you
anymore...my son—
he’s really sick...”**



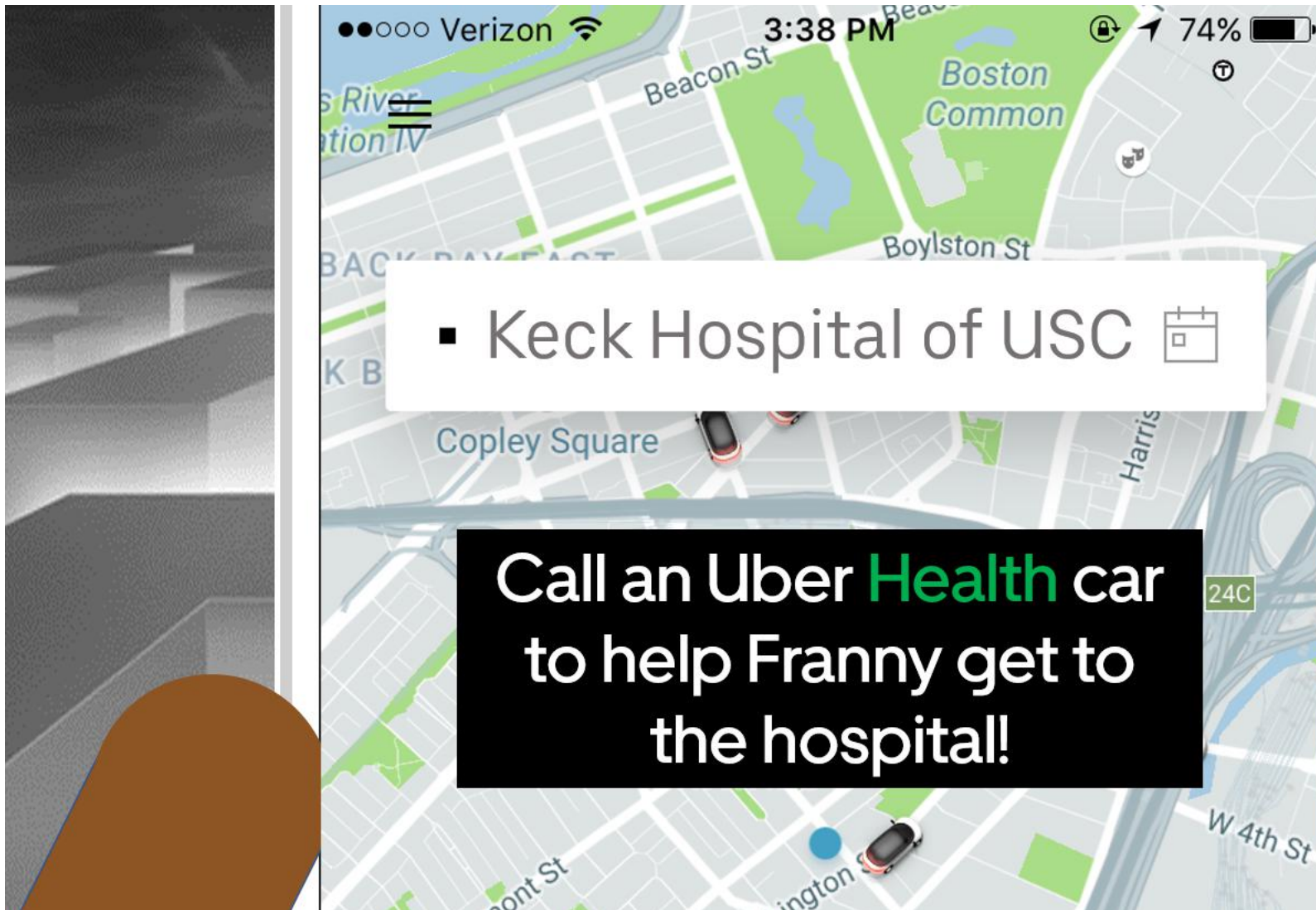
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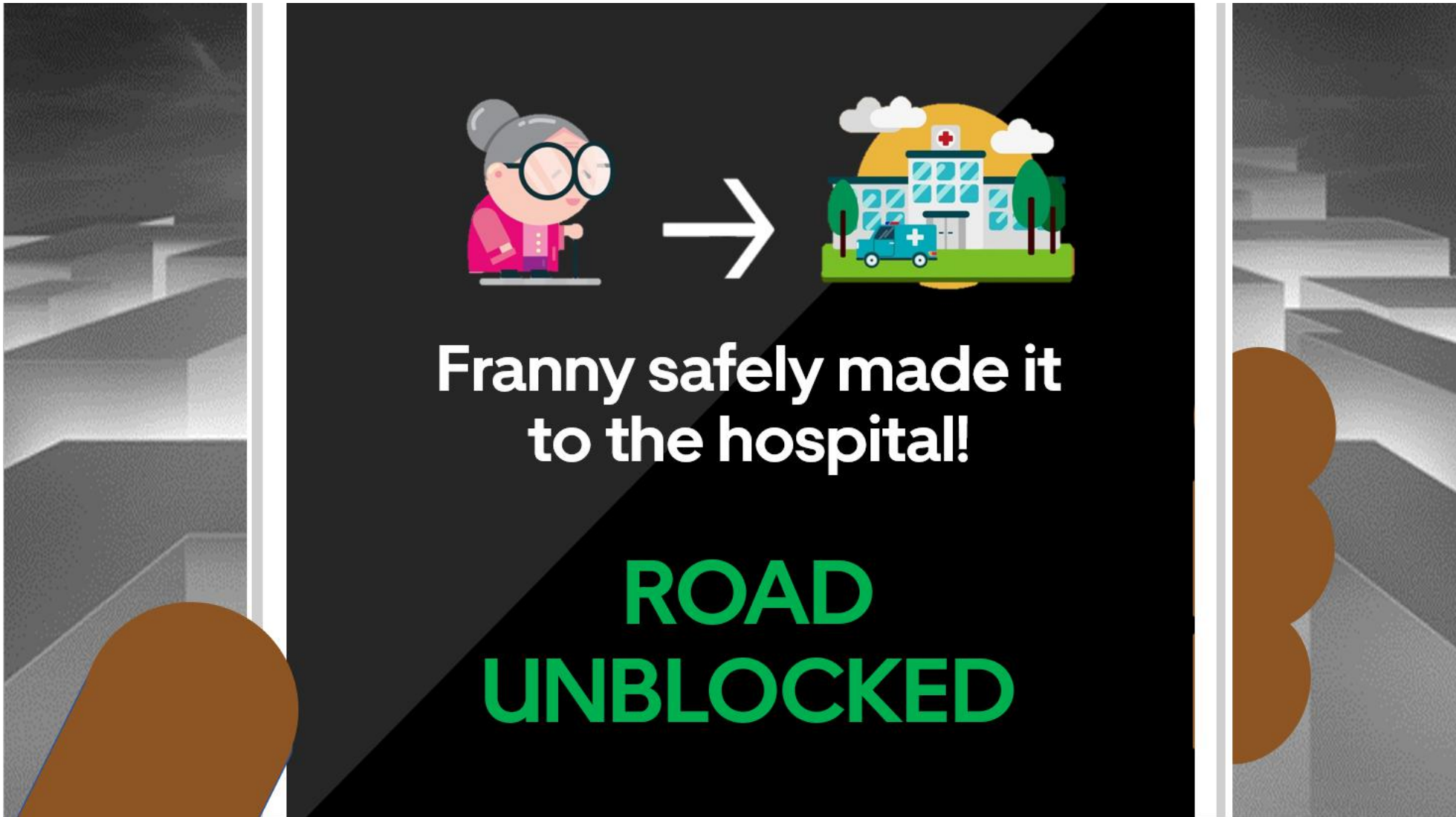
Overview

Driving Buzz

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Fact!

Did you know? Each year,
around 3.6 million patients like
Franny miss at least one
medical appointment due to
lack of access to
transportation.



Overview

Driving Buzz

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Conclusion

Road is unblocked for user

ROAD



BLOC



Overview

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Photobooth

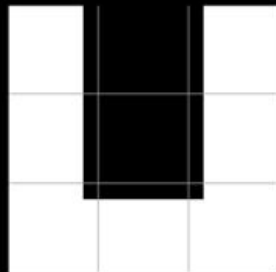
- Different booth frames that Uber uses in advertisements
- U-Frame glasses and other props



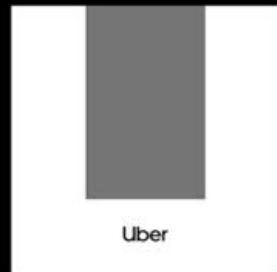
The bit



U



U, optimized for content



The U-frame



Overview

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Prizes

Physical activity trackers, raffle for wellness retreat, acai bowls



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Conclusion

Key Performance Indicators

Key Performance Indicators

- Qualitative: feedback questionnaires
- Quantitative: social media metrics, number of downloads of app, points garnered in app, the number of people attending experiences and popup
- Financial return: revenue earned through new subscriptions, how much revenue outweighs costs of campaign, cost per impression, return on investment

