Marketing Focused Creative

Section 1: Marketing

A) *Promotions: Uber has a long track record of engaging people in unique and interesting ways. We want to create promotions that not only acquire new users at a high ROI, but present exciting and surprising ways for potential riders to interact with Uber.*

Write a project plan to present to your manager for the below 2 categories. For each project plan, include:

- What are your goals? What are you looking to accomplish?
- What is your audience for this promotion?
- A comprehensive outline of how a potential rider would interact with your promotion
- How you will you message this promotion? Social media? Email? Third party?
- What will be messaged to the public? Write a paragraph or two of copy that explains the promotion and engages your audience
- What possible pitfalls do you see in organizing this promotion? How you will get around those pitfalls?
- How will you measure the efficacy of these promotions?

Category 1: A promotion focused on acquiring users for our low-cost option, uberX

Category 2: An on-demand promotion similar to Uber Ice Cream our Uber Chopper.

B) *Laundry List: Create a laundry list of marketing ideas, whether an event/promo/etc. Include a 1-2 sentence description for each, topped off with a creative & catchy blog post title for that idea.*

C) *Practical: Find a bar or restaurant in your city that you believe would make a good partner for Uber. Talk with the owners and managers of that bar. How would they want to partner with Uber? What do they want in return? How would you structure this partnership to be most beneficial for Uber?*

Section 2: Support

Keeping disgruntled customers happy is a huge part of the job. Let's see how you'd handle some of the worst customer emails we've seen, those listed below. You can take some liberties with refunds or whatever you see fit. At Uber we use a casual/fun but professional tone ... let's see what you got!

1) Driver turned a two mile trip into an 8 mile trip. No way I'm paying this. Expect a chargeback and some posts through my social media channels.

2) Hey Uber, I had a really strange interaction with my driver yesterday. First, he was a bit terse and distracted when trying to figure out my pickup location. Then, when I finally got in the car, he got into an accident. I know these things happen. But the reason he got into an accident was that he was insisting on passing a water bottle to me in the backseat. I didn't even ask for one.

The worst part was that he wouldn't let me out of the car after the accident. The child locks were on. I asked to be let out but he said "No. It will only take a minute." I asked one more time to open the doors, but again he said that he would be done in a minute. I felt uncomfortable at this point, so did not ask again. Could you explain how this behavior could come from one of your employees?

3) Uber made my engagement last night! I was proposing to my longtime girlfriend, and I knew I needed that special touch. I ordered an UberBLACK for the occasion. I could not have asked for a better driver. He really made the event feel special. Thanks Uber!

Section 3: Analytics

The following is for us to see how you think about promos and metrics. Answer as best you can. We want to just see your thought process here (even if you're not sure).

A charity event has come to you and said they have a 1,000 person event and are willing to do a dedicated email to their attendees. You've done events like this in the past and have the following historical data:

[Note: You do not need all of the info for each of the questions]

	Option 1	Option 2	Option 3
Promo (new user)	$10	$15	$20
Conversion	1%	2%	5%
Avg Trip	20	20	20
People	1000	1000	1000
# of rides / yr	10	10	10
Margin	25%	25%	25%

*Margin: This is the percentage Uber takes in this hypothetical exercise. So drivers take 75% and Uber takes 25%

Promo (new user) - Promo Value; "dollars off a trip" Conversion - "Percent of users redeeming promo" Avg Trip - "Average Uber trip fare ($)"
People - Event Attendees

rides/year - "Number of assumed Uber rides per year per client" Margin - "Uber's portion of the fare"

Questions:
1. Which promo should we use and why?
2. If we want to return a profit on each rider within 6 months, what is the max amount that we would give on a promo?
3. How would you think about increasing conversion? ["promo conversion"?]

Unrelated to the above table and questions:
4. You've noticed that average trips/signup has gone down:

a.) What could be causing this? b.) How might you increase it?