

Metadata

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Date Modified	02/05/2020 11:56 pm	SEMANTIC
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Trial Exhibit No.
P-00711

'We Hear You'*

US&C Q1
Safety Campaign

Launch: February 17th, 2020

Uber

*Campaign formerly known as Phase 2.

Contents

Sections are hyperlinked below

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- 02** Media & Channels
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- 04** Appendix



01. Overview

Campaign Parameters

Objective	In the wake of the Safety Report, continue to reassure primarily female riders that Uber is committed to their safety by directly addressing top of mind concerns.	
Audience and KPIs	Targets <i>Primary:</i> Women 18-34 Active Riders (30% of active rider base) <i>Secondary:</i> Rest of Active Riders <i>Tertiary:</i> Key Opinion Formers, Female Culture Shapers	KPIs: * Campaign should contribute to: +5pts Commitment to Safety +15-20ppt Safety Feature awareness
Channel and budget allocation	Media Budget: \$3.8M Markets: NYC, SF, DC, LA, SEA, CHI, MIA, BOS, TOR, DAL, AUS, ATL, SAC, POR, DEN	Paid Channels: Paid social, programmatic video + display, full episode players, streaming audio Owned Channels: In-app, Organic Social (Twitter, IG)
Timeline	<p>January 1: Q4 Active Rider campaign extension ("Your Safety Drives Us")</p> <hr/> <p>February 17: "Your Safety Drives Us" paused</p> <p>"We Hear You" campaign launch</p> <hr/> <p>March 31: Current campaign end, potential extension into April TBD. (pending Q2 Safety plan)</p>	

*2020 KPIs currently being aligned with SBI and Marketing.

Team and stakeholders

Responsible

Andrew Moon, Safety Brand

Carley Lake, Safety Brand
Gracie Childress, Performance/Media
Dan Hennessey, Brand & Design
Nima Ramazan-Nia, Safety Brand
Joanna Shujman, Safety MCR
Otto Linwood III, Creative
Chris Jackson, Owned Social
Maddie Hallett, Owned Social

Accountable

Taj Alavi, Brand
Jerome Austria, Creative
Travis Freeman, Global Media
Thomas Ranese, VP Marketing

Consulted

Nick Silver, Safety PMM
Sachin Kansal, Safety Product
Jodi Page, Safety Comms
Amos Davis, Safety Legal
Ceili Hubbard, CAN Marketing
Jane Pollack, Marketing Legal
Kelly Kwan, CAN Legal

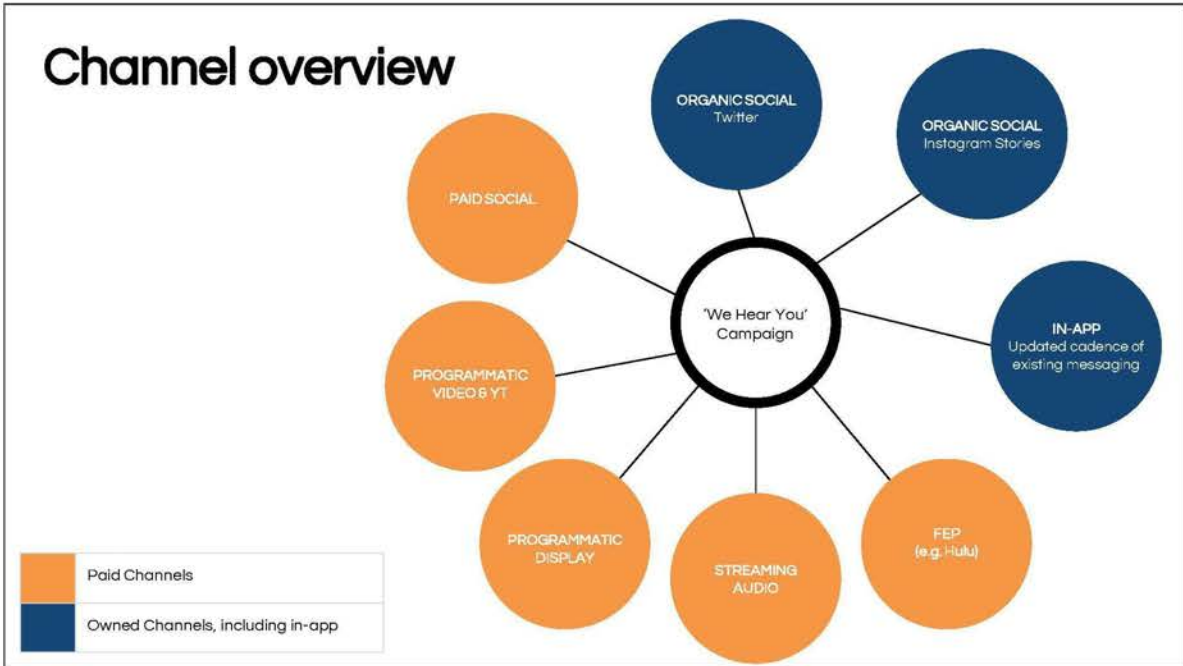
Informed

Jenny Avalon, US/C Marketing
Laura Jones, Head of PMM
Gus Fuldner, Safety & Insurance

Creative by Wieden & Kennedy, Amsterdam

02. Media & Channels

Channel overview



02a. Paid media plan

For context: Q1 2020 Safety Paid Media Rollout

Projected Plan Delivery:

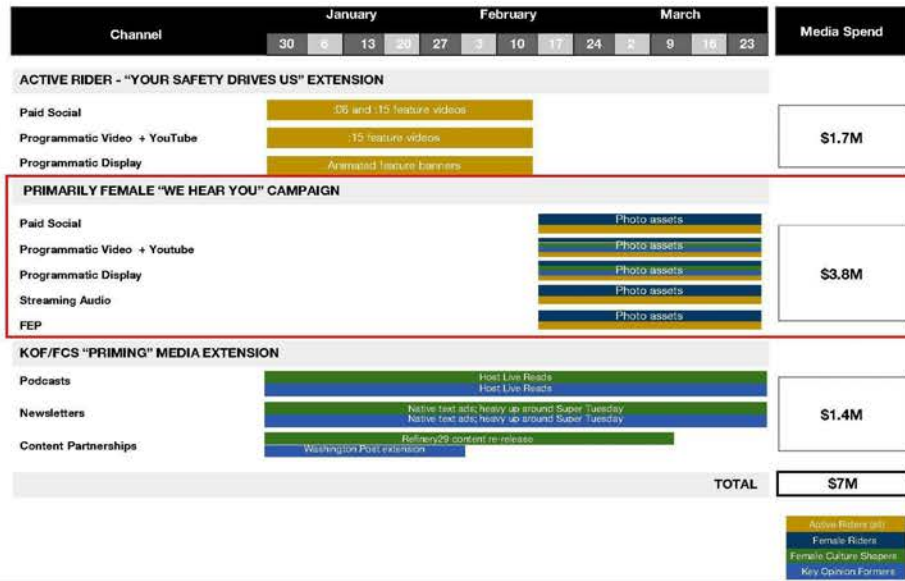
Active Riders, Female 18-34:
95% reach / 6x weekly frequency

Active Riders, all:
83% reach / 2x weekly frequency

Female Culture Shapers:
40% reach / 1.2x weekly frequency

Key Opinion Formers:
50% reach / 1.2x weekly frequency

**Source - Nielsen Media Impact*



"We Hear You" Campaign Media Plan Summary

Channel	February				March				Media Spend						
	3	10	17	24	2	9	16	23							
PRIMARILY FEMALE "WE HEAR YOU" CAMPAIGN															
Paid Social	Animated in-feed and story ads on Facebook, Twitter, and Snapchat								25%						
Programmatic Video + YouTube	:15 animated pre-roll videos on mobile, desktop, and connected TVs								31%						
Full Episode Players	:15 sound-on videos on Hulu								31%						
Programmatic Display	Targeted animated banners								9%						
Streaming Audio	:30 audio ads on Spotify and Pandora								4%						
TOTAL									Total Spend \$3.8M						
<table border="1"> <thead> <tr> <th colspan="2">Projected Plan Delivery:</th> </tr> </thead> <tbody> <tr> <td>Active Riders, Female 18-34: 95% reach / 7x weekly frequency</td> <td>Female Culture Shapers: 39% reach / 2x weekly frequency</td> </tr> <tr> <td>Active Riders, all: 75% reach / 3.2x weekly frequency</td> <td>Key Opinion Formers: 46% reach / 2.1x weekly frequency</td> </tr> </tbody> </table>										Projected Plan Delivery:		Active Riders, Female 18-34: 95% reach / 7x weekly frequency	Female Culture Shapers: 39% reach / 2x weekly frequency	Active Riders, all: 75% reach / 3.2x weekly frequency	Key Opinion Formers: 46% reach / 2.1x weekly frequency
Projected Plan Delivery:															
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Active Riders, all: 75% reach / 3.2x weekly frequency	Key Opinion Formers: 46% reach / 2.1x weekly frequency														

1/17 revisions to plan, based on Safety Report research findings:
 Target audience broadened to include all Active Riders
 Primary: Active Riders, W18-34
 Secondary: Active Riders, all
 Tertiary: KOF, FCS

Maintained strong R/F levels (95% / 41.4x) against Female Rider segment, while increasing reach against all Active Riders by 178%. Trade off:
 KOF reach declined by 19%; frequency declined by 24%
 FCS reach declined by 33%; frequency declined by 26%

Q1 Projected Reach/Frequency by Phase

Target	Q4 Extension - YSDU (1/1 - 2/16)	"We Hear You" (Ph. 2) (2/17 - 3/29)	Total Q1 2020 (1/1 - 3/29)
W18 34 Active Rider	78%/14.3	95%/41.4	95%/52.6
Active Rider	66%/11.1	75%/19.3	83%/ 26.2
KOF	18%/12.7	46%/12	50%/15.5
FCS	11%/10.1	39%/ 12.8	40%/15.4

M

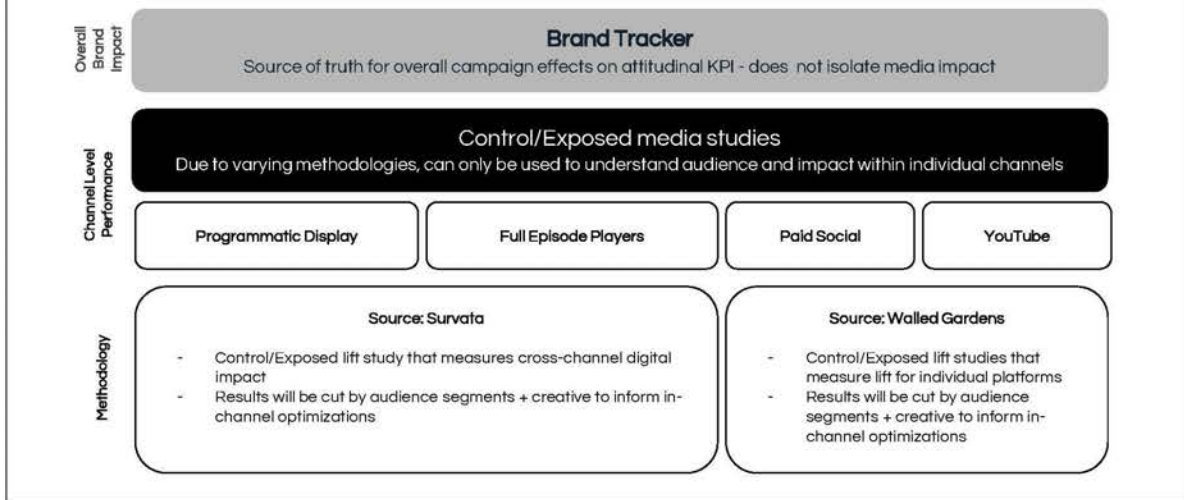
**Source - Nielsen Media Impact*

AKQA to update impressions and budgets

Channel Details

Channel	Rationale	Partners	Targeting	Budget	Impressions
Paid Social	Drive cost-efficient reach, at scale, across social platforms that skew heavily against the core female audience. Max out nationally against 1P Female Riders [18-34] and expand messaging to all Active Riders	Facebook Twitter Snapchat	-National: 1st party Female 18-34 Riders (heavy-up); 1st part all Active Riders	\$937,350	171,901,800
Programmatic Video & YouTube	Utilize Programmatic video and YouTube for video-everywhere approach, maximizing exposure across screens. Include PMP deals to heavy up against female audience within premium content environments. Maximize video reach efficiency to ensure recall amongst all target audiences	DV360 YouTube	-National: 1st party Female 18-34 Riders; 1st part all Active Riders - Local: Contextual and behavioral targeting to reach FCS; occupational data to reach KOFs	\$1,175,145	92,511,676
Programmatic Display	Build efficient reach through contextual alignments and 1st party audiences. Activate PMP deals to heavy up against female audience in premium environments. Activate nationally against 1PD audiences and in key markets against others	DV360	-National: 1st party Female 18-34 Riders; 1st part all Active Riders - Local: Contextual and behavioral targeting to reach FCS; occupational data to reach KOFs	\$355,588	62,383,859
FEP	Capitalize on attention in premium, broadcast-like environment by partnering with highest reaching ad-supported streaming service. Supplement with targeted programmatic buy to reach all Active Riders while viewing long-form content on Roku, Amazon, and Hulu. Deliver message across connected TV, desktop, and mobile platforms.	Hulu TheTradeDesk (programmatic buys on Roku, Hulu, Amazon)	-National: 1st party Female Riders; 1st party all Active Riders - Local: Contextual alignment within genres that index highest against W18-34 (Comedy, Drama)	\$1,159,236	37,055,590
Streaming Audio	Leverage high reaching, targeted audio platforms as additional touchpoints to deliver safety message via non-skippable formats. Activate programmatic audio deals to deliver against 1st party Rider audiences.	Spotify Pandora Programmatic PMPs	-National: 1st party Female 18-34 Riders (heavy-up); 1st part all Active Riders	\$162,500	10,833,333
Total				\$3,839,820	363,469,493

Measurement Framework



02b. Owned channel plan

In-App Plan: leveraging inventory to maximize feature message impressions

Ring surfaces will be used to ensure campaign paid feature messages are amplified in the app, and seen by up to **33.1M US active riders**.



- **Objective:** Driving awareness of 4 safety features highlighted in "We Hear You" safety campaign
- **Mechanics:**
 - Rider enters "safety message funnel" after seeing priority (tier 0-2) revenue-driving messages
 - Driver Screening (priority feature) shown first in funnel and capped higher at 3x impressions
 - After reaching message impression cap, rider will begin to see the next feature message
- **Audience:** Active US Riders from 2/17-3/29
 - Up to **33.1M riders** reached in funnel and will see first message
 - Up to **8.6M riders** will complete the full funnel see all 8 messages

Ranked according to business logic & served on a personalized/contextual basis to maximize EV

In-App Plan: Messaging

Note: In-app copy still in final rounds of review.

Driver Screening

3x impressions



All drivers are background checked before their first trip.

Emergency Button

2x impressions



Safety tip: Emergency assistance is always available in the Safety Toolkit.

RideCheck

22x impressions



RideCheck helps detect unusual stops and checks in.

24/7 Support

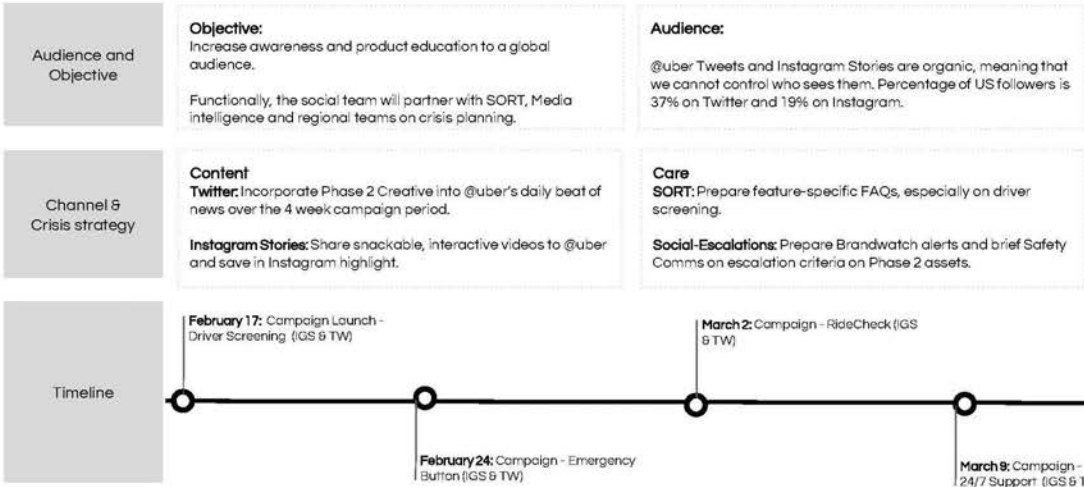
11x impression



Our support team is available 24/7 for any safety issues.

Owned Organic Social Plan - @uber

Content calendar
Social Plan



03. Creative

Social

In-feed Twitter 1:1

In-feed IG 4:5

In-feed FB 4:5

Thumbnails 4:5

Stories IG/FB 9:16

Stories Snapchat 9:16

In-stream IG/FB 16:9

Thumbnails 16:9

Social In Feed

Twitter In-feed 1:1

24/7 Support

POST COPY (PAID):

With Uber's 24/7 support team, we're always a tap, click or a call away. Learn more about the ways we're working to make ridesharing safer.

CTA button:

Learn more

URL:

www.uber.com/safety

POST COPY (ORGANIC):

With our 24/7 support team, we're always a tap, click or a call away. It's just one of the ways we're working to make ridesharing safer. Learn more at uber.com/safety.



Twitter In-feed 1:1

Driver Background Checks

POST COPY (PAID):

When you ride with Uber, all drivers are background checked before their first ride and screened on an ongoing basis. Learn more about how we're helping keep you safe.

CTA button:

Learn more

URL:

www.uber.com/safety

POST COPY (ORGANIC):

When you ride with Uber, all drivers are background checked before their first ride and screened on an ongoing basis. It's just one of the ways we're helping keep you safe. Learn more at uber.com/safety.



Twitter In-feed 1:1

Emergency Assistance

POST COPY (PAID):

We put an Emergency Button in our app that quickly connects both riders and drivers to 911 if you need urgent help. It's just one of the ways we're working to make ridesharing safer.

CTA button:

Learn more

URL:

www.uber.com/safety

POST COPY (ORGANIC):

We put an Emergency Button in our app that quickly connects both riders and drivers to 911 if you need urgent help. It's just one of the ways we're working to make ridesharing safer.

Learn more at uber.com/safety.



Twitter In-feed 1:1

RideCheck

POST COPY (PAID):

Now with RideCheck, we can help detect if your trip has an unexpected stop and provide tools to get help. Learn more about how we're helping keep you safe.

CTA button:

Learn more

URL:

www.uber.com/safety

POST COPY (ORGANIC):

Now with RideCheck, we can help detect if your trip has an unexpected stop and provide tools to get help. It's just one of the ways we're helping keep you safe. Learn more at uber.com/safety. Available in the US and rolling out to cities globally.



Instagram In-feed 4:5

24/7 Support

POST COPY (PAID):

With Uber's 24/7 support team, we're always a tap, click or a call away. Learn more about how we're helping keep you safe.

CTA button:

Learn more

URL:

www.uber.com/safety



Instagram In-feed 4:5

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Facebook In-feed 4:5

24/7 Support

POST COPY (PAID):

With Uber's 24/7 support team, we're always a tap, click or a call away. Learn more about how we're helping keep you safe.

Link Headline:

Our commitment to safety (TBD)

CTA button:

Learn more

URL:

www.uber.com/safety



Facebook In-feed 4:5

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Social Stories

IG + FB Stories 9:16 (3-story ad)

24/7 Support

*3 separate video files will be delivered



IG + FB Stories 9:16 (3-story ad)

Driver Background Checks

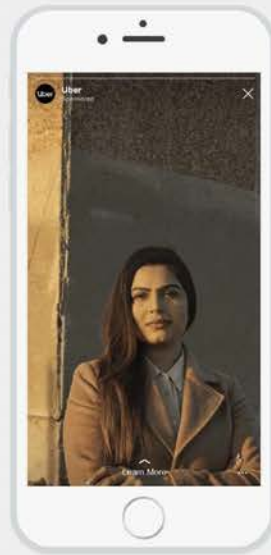
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IG + FB Stories 9:16 (3-story ad)

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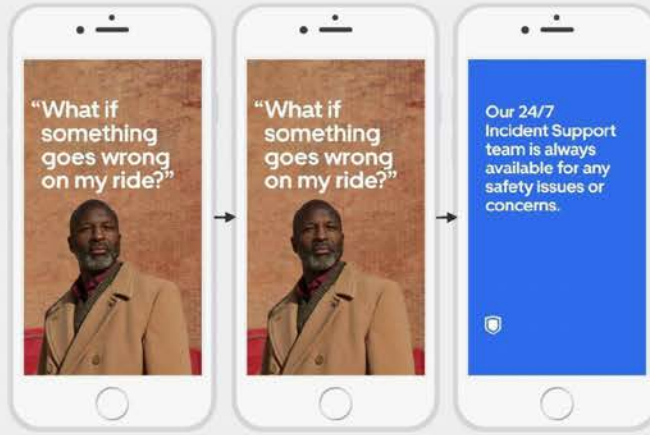


Snapshot Stories 9:16 (3-story ad)

24/7 Support

*Includes audio w/ VO

*3 separate video files will be delivered

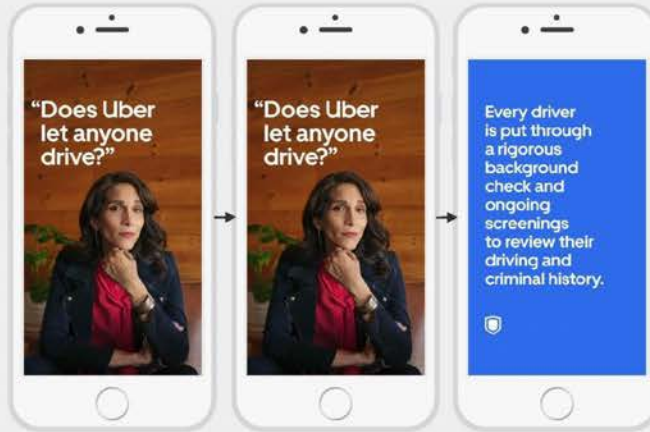


Snapshot Stories 9:16 (3-story ad)

Driver Background Checks

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*3 separate video files will be delivered

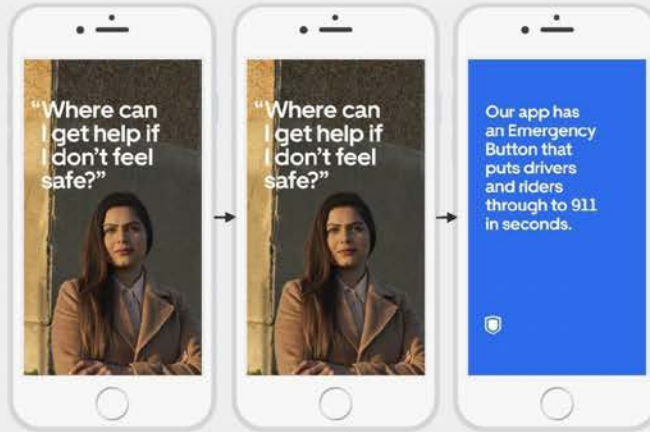


Snapshot Stories 9:16 (3-story ad)

Emergency Assistance

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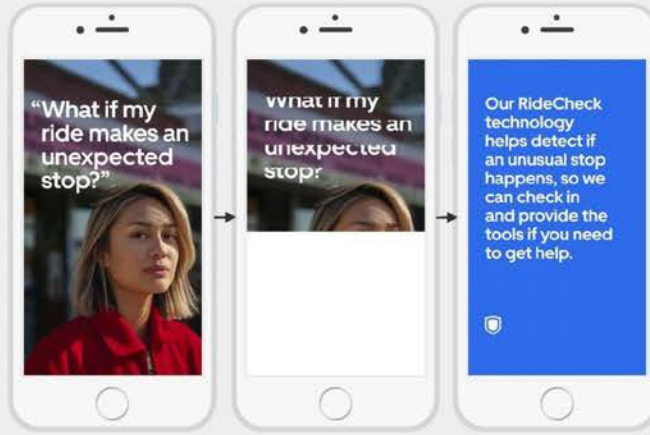


Snapshot Stories 9:16 (3-story ad)

RideCheck

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*3 separate video files will be delivered

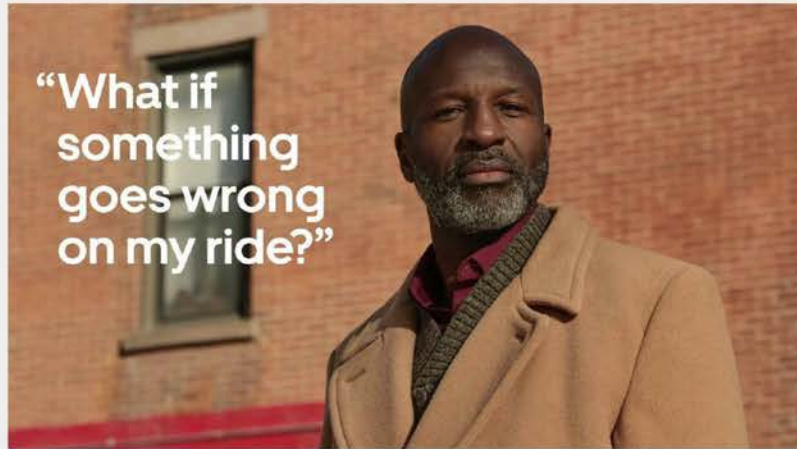


Social In Stream

IG + FB In-stream 16:9

24/7 Support

*includes audio w/ VO



IG + FB In-stream 16:9

Driver Background Checks

*Includes audio w/ VO



IG + FB In-stream 16:9

Emergency Assistance

*includes audio w/ VO



IG + FB In-stream 16:9

RideCheck

*includes audio w/ VO

**Our RideCheck technology
helps detect if an unusual
stop happens, so we can
check in and provide
the tools if you need to
get help.**

Digital Video

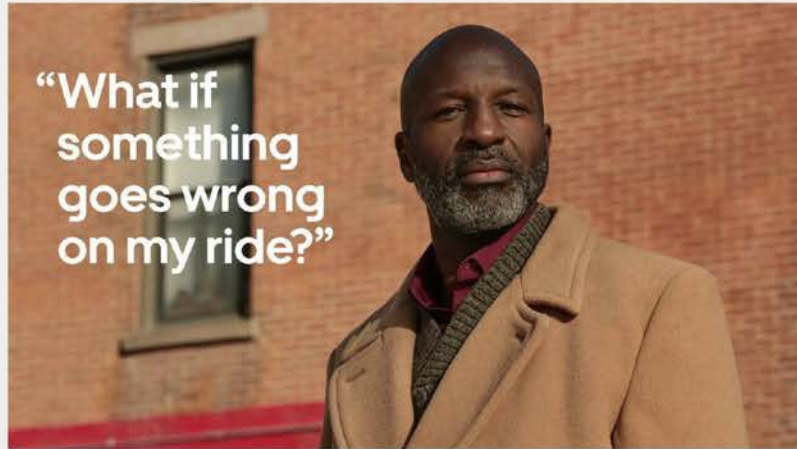
Wieder • Kennedy • Uber

47

IG + FB Digital Video 16:9

24/7 Support

*includes audio w/ VO



IG + FB Digital Video 16:9

Driver Background Checks

*Includes audio w/ VO



IG + FB Digital Video 16:9

Emergency Assistance

*includes audio w/ VO



IG + FB Digital Video 16:9

RideCheck

*includes audio w/ VO

**Our RideCheck technology
helps detect if an unusual
stop happens, so we can
check in and provide
the tools if you need to
get help.**

Display Banners

Motion Banners
Static Banners

Wieden + Kennedy | Uber

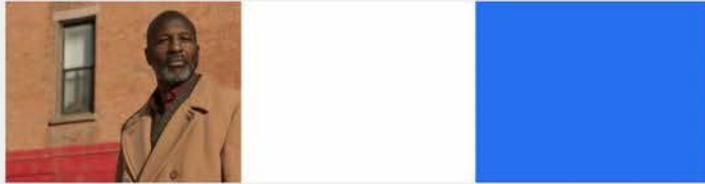
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Motion Display Banners

Motion Banner 4x sizes
24/7 Support

*GIFs on the slide are only for reference

970x250



300x250



320x480



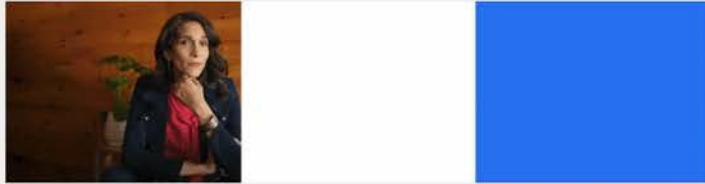
300x600



Motion Banner 4x sizes
Driver Background Checks

*GIFs on the slide are only for reference;
final files for review is HTML

970x250



300x250



320x480



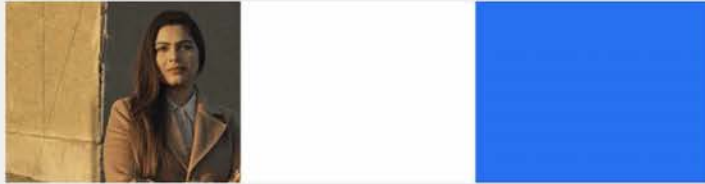
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Motion Banner 4x sizes
Emergency Assistance

*GIFs on the slide are only for reference

970x250



300x250



320x480



300x800

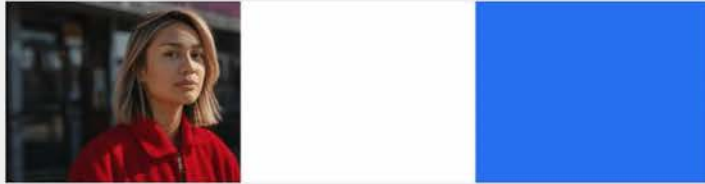


Motion Banner 4x sizes

RideCheck

*GIFs on the slide are only for reference;
final files for review is HTML

970x250



300x250



320x480



300x600



**Static Display Banners
(for backup)**

Static Banner 4x sizes
24/7 Support

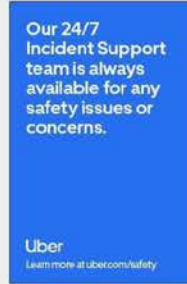
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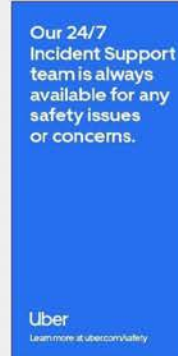
300x250



320x490



300x600



Static Banner 4x sizes
Driver Background Checks

970x250

"Does Uber let anyone drive?"

No, not exactly.

Every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Uber

Learn more at uber.com/safety

300x250

Every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Uber

Learn more at uber.com/safety

320x480

Every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Uber

Learn more at uber.com/safety

300x600

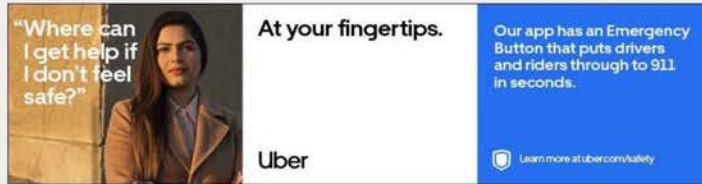
Every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Uber

Learn more at uber.com/safety

Static Banner 4x sizes
Emergency Assistance

970x250



The 970x250 banner is divided into three sections. On the left, a woman's face is shown with the text "Where can I get help if I don't feel safe?". The middle section is white with the text "At your fingertips." and the Uber logo below it. The right section is blue with the text "Our app has an Emergency Button that puts drivers and riders through to 911 in seconds." and a small shield icon with the text "Learn more at uber.com/safety" below it.

300x250



The 300x250 banner is a solid blue rectangle containing the text "Our app has an Emergency Button that puts drivers and riders through to 911 in seconds." and the Uber logo with "Learn more at uber.com/safety" below it.

320x490



The 320x490 banner is a solid blue rectangle containing the text "Our app has an Emergency Button that puts drivers and riders through to 911 in seconds." and the Uber logo with "Learn more at uber.com/safety" below it.

300x800



The 300x800 banner is a solid blue rectangle containing the text "Our app has an Emergency Button that puts drivers and riders through to 911 in seconds." and the Uber logo with "Learn more at uber.com/safety" below it.

Static Banner 4x sizes
RideCheck

970x250



This banner is divided into three vertical sections. The left section features a woman in a red jacket with the text "What if my ride makes an unexpected stop?". The middle section contains the text "We've got you." and the Uber logo. The right section is a solid blue background with white text explaining RideCheck technology and a link to learn more.

300x250



A vertical blue banner with white text explaining RideCheck technology and a link to learn more.

320x480



A vertical blue banner with white text explaining RideCheck technology and a link to learn more.

300x600



A vertical blue banner with white text explaining RideCheck technology and a link to learn more.

Streaming Audio

Streaming Audio ads
Static companion banners

Wieden + Kennedy | Uber

63

Streaming Audio

24/7 Support



SCRIPT:

"What can I do if something goes wrong with my Uber ride?"

Tell us about it.

Uber's 24/7 Incident Support team is always available for any safety issues or concerns.

Learn more at uber.com/safety

Companion Banners

24/7 Support

300x250

Our 24/7 Incident Support team is always available for any safety issues or concerns.

Uber
Learn more at uber.com/safety

640x640

Our 24/7 Incident Support team is always available for any safety issues or concerns.

Uber
Learn more at uber.com/safety

300x600

Our 24/7 Incident Support team is always available for any safety issues or concerns.

Uber
Learn more at uber.com/safety

Streaming Audio

Driver Background Checks



SCRIPT:

"Does Uber let anyone drive?"

No, not exactly.

When you ride with Uber, every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Learn more at uber.com/safety

Note: There was a discussion on just "No." however adding not exactly adds a more friendlier tone and alludes to the feature explanation that follows.

Companion Banners

Driver Background Checks

300x250

Every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Uber
Learn more at uber.com/safety

640x640

Every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Uber
Learn more at [Uber.com/safety](https://uber.com/safety)

300x600

Every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Uber
Learn more at uber.com/safety

Streaming Audio

Emergency Assistance



SCRIPT:

"Where can I get help if I don't feel safe during my Uber ride?"

At your fingertips.

The Uber app has an Emergency Button that puts drivers and riders through to 911 in seconds.

Learn more at uber.com/safety

Companion Banners

Emergency Assistance

300x250

Our app has an
Emergency Button
that puts drivers
and riders through
to 911 in seconds.

Uber
[Learn more at uber.com/safety](https://uber.com/safety)

640x640

Our app has an
Emergency Button
that puts drivers
and riders through
to 911 in seconds.

Uber
[Learn more at uber.com/safety](https://uber.com/safety)

300x600

Our app has
an Emergency
Button that puts
drivers and riders
through to 911
in seconds.

Uber
[Learn more at uber.com/safety](https://uber.com/safety)

Streaming Audio

RideCheck



SCRIPT:

"What if my Uber ride makes an unexpected stop?"

We've got you.

Uber's RideCheck technology helps detect if an unusual stop happens, so we can check in and provide the tools if you need to get help.

Learn more at uber.com/safety

Companion Banners

RideCheck

300x250

Our RideCheck technology helps detect if an unusual stop happens, so we can check in and provide the tools if you need to get help.

Uber
[Learn more at uber.com/safety](https://uber.com/safety)

640x640

Our RideCheck technology helps detect if an unusual stop happens, so we can check in and provide the tools if you need to get help.

Uber
[Learn more at uber.com/safety](https://uber.com/safety)

300x600

Our RideCheck technology helps detect if an unusual stop happens, so we can check in and provide the tools if you need to get help.

Uber
[Learn more at uber.com/safety](https://uber.com/safety)

04. Appendix

4x creative executions/features

24/7 Support



"What if something goes wrong on my ride?"

Tell us about it.

Uber

Our 24/7 Incident Support team is always available for any safety issues or concerns.

Learn more at [uber.com/safety](#)

Emergency Assistance



"Where can I get help if I don't feel safe?"

At your fingertips.

Uber

Our app has an Emergency Button that puts drivers and riders through to 911 in seconds.

Learn more at [uber.com/safety](#)

Driver Background Checks



"Does Uber let anyone drive?"

No, not exactly.

Uber

Every driver is put through a rigorous background check and ongoing screenings to review their driving and criminal history.

Learn more at [uber.com/safety](#)

RideCheck



"What if my ride makes an unexpected stop?"

We've got you.

Uber

Our RideCheck technology helps detect if an unusual stop happens, so we can check in and provide the tools if you need to get help.

Learn more at [uber.com/safety](#)