

UBER_JCCP_MDL_000198944

Metadata

| | | |
|--------------------|--|--------------------|
| #Author | nick.silver@uber.com | SEMANTIC |
| #Date Modified | 06/06/2019 | SEMANTIC |
| #DateCreated | 04/10/2019 | SEMANTIC |
| #Title | For Global - #DontStandBy Update | SEMANTIC |
| Account | tbreeden@uber.com | SEMANTIC |
| All Custodians | Breeden, Tracey;Faiz, Bushra;Lake, Carley;Shuping, Valerie;Silver, Nick | SEMANTIC |
| All Paths | Breeden, Tracey: \JCCP_DRIVE002_002\JCCP_DRIVE002_002_17.zip; Breeden, Tracey: \JCCP_DRIVE002_002\JCCP_DRIVE002_002_17.zip; Breeden, Tracey: \MassTort_Category2_DRIVE\MassTort_Category2_DRIVE_8.zip; Breeden, Tracey: \MassTort_Category2_DRIVE\MassTort_Category2_DRIVE_8.zip; Breeden, Tracey: \MassTort_Category4_DRIVE\MassTort_Category4_DRIVE_6.zip; Breeden, Tracey: \MassTort_Category4_DRIVE\MassTort_Category4_DRIVE_6.zip; Faiz, Bushra: \EDISCO-25937_bushra.faiz@uber.com,abbied@uber.com\EDISCO-25937_bushra.faiz@uber.com_abbied@uber.com_97.zip; Faiz, Bushra: \EDISCO-25937_bushra.faiz@uber.com,abbied@uber.com\EDISCO-25937_bushra.faiz@uber.com_abbied@uber.com_97.zip; Lake, Carley: \EDISCO-24394_Drive\EDISCO-24394_Drive_91.zip; Lake, Carley: \EDISCO-24394_Drive\EDISCO-24394_Drive_91.zip; Shuping, Valerie: \EDISCO-25493_valerie.shuping@uber.com\EDISCO-25493_valerie.shuping@uber.com_2.zip; Shuping, Valerie: \EDISCO-25493_valerie.shuping@uber.com\EDISCO-25493_valerie.shuping@uber.com_2.zip; Silver, Nick: \EDISCO-24394_Drive\EDISCO-24394_Drive_91.zip; Silver, Nick: \EDISCO-24394_Drive\EDISCO-24394_Drive_91.zip; Silver, Nick: \MassTort_Category2_DRIVE\MassTort_Category2_DRIVE_8.zip; Silver, Nick: \MassTort_Category2_DRIVE\MassTort_Category2_DRIVE_8.zip | SEMANTIC |
| Application | Microsoft 2007 PowerPoint Presentation | SEMANTIC |
| Attachment Names | ppt | SEMANTIC |
| Begin Family | UBER_JCCP_MDL_000198944 | SEMANTIC |
| Collaborators | thacher@uber.com; tbreeden@uber.com; ykuri@uber.com; Rifat.Designs@gmail.com; andrew.moon@uber.com; carley@uber.com; phyllis@uber.com; johnathon@uber.com; lizzie.ross@uber.com | SEMANTIC |
| Confidentiality | Confidential | SEMANTIC |
| Date Created | 04/10/2019 5:20 am | SEMANTIC |
| Date Modified | 06/06/2019 6:59 am | SEMANTIC |
| DocID | 1M_LH5nttdQo6UJQyWEWftUcl6qEFc4-igwnOLDJllu0 | SEMANTIC |
| End Family | UBER_JCCP_MDL_000198972 | SEMANTIC |
| File Path | \JCCP_DRIVE002_002\JCCP_DRIVE002_002_17.zip | SEMANTIC |
| File Size | 49163379 | SEMANTIC |
| Filename | For Global - #DontStandBy Update_1M_LH5nttdQo6UJQyWEWftUcl6qEFc4-igwnOLDJllu0.pptx | SEMANTIC |
| GoogleDocumentType | PRESENTATION | SEMANTIC |
| Hash Value | 890bdbaa9f339fabe1a4f809716c154a | SEMANTIC |
| Hidden Content | Yes; | SEMANTIC |
| ILS All Bates | UBER_JCCP_MDL_000198944;UBER_JCCP_MDL_000198945;UBER_JCCP_MDL_000198946;UBER_JCCP_MDL_000198947;UBER_JCCP_MDL_000198948;UBER_JCCP_MDL_000198949;UBER_JCCP_MDL_000198950;UBER_JCCP_MDL_000198951;UBER_JCCP_MDL_000198952;UBER_JCCP_MDL_000198953;UBER_JCCP_MDL_000198954;UBER_JCCP_MDL_000198955;UBER_JCCP_MDL_000198956;UBER_JCCP_MDL_000198957;UBER_JCCP_MDL_000198958;UBER_JCCP_MDL_000198959;UBER_JCCP_MDL_000198960;UBER_JCCP_MDL_000198961;UBER_JCCP_MDL_000198962;UBER_JCCP_MDL_000198963;UBER_JCCP_MDL_000198964;UBER_JCCP_MDL_000198965;UBER_JCCP_MDL_000198966;UBER_JCCP_MDL_000198967;UBER_JCCP_MDL_000198968;UBER_JCCP_MDL_000198969;UBER_JCCP_MDL_000198970;UBER_JCCP_MDL_000198971;UBER_JCCP_MDL_000198972 | SEMANTIC |
| ILS Document Date | 06/06/2019 | SEMANTIC |
| ILS Prod Date | 8/26/2024 | SEMANTIC |
| ILS Prod Vol | Vol044 | SEMANTIC |
| LINKSOURCEBATES | UBER_JCCP_MDL_003236239 | SEMANTIC |
| Other Custodians | Breeden, Tracey;Lake, Carley;Silver, Nick;Shuping, Valerie;Faiz, Bushra | SEMANTIC |
| Primary Date | 04/10/2019 5:20 am | DOC_TYP E_ALIAS |
| Production Volume | Vol044; | SEMANTIC |
| Redacted | No | SEMANTIC |

| | | |
|-------------------|----------------------------------|----------|
| Sort Date | 06/06/2019 6:59 am | SEMANTIC |
| SourceHash | acd1c6d5e5666cb99e38b79e5d6ebac9 | SEMANTIC |



#DontStandBy Bystander Initiative Update

April 2019

Uber

Problem

With the use of rideshare, police have seen DUI's reduced, but increases in excessive alcohol consumption.

Alcohol plays a role in sexual assault. In a large majority of SA reports, police and advocates confirm the victim was typically alone in an intoxicated, vulnerable state when the assault occurred.

Rideshare is commonly used for friends and security to send an overly intoxicated individual home. This leaves riders vulnerable on the Uber platform.

Drivers

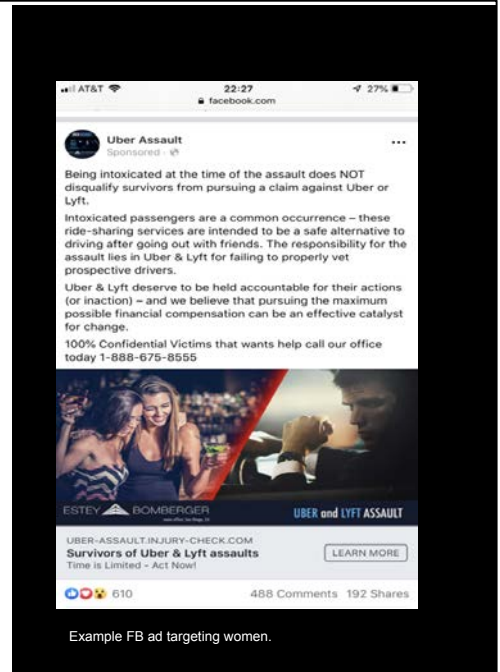
Drivers are **unsure what do when a heavily intoxicated individual** is placed in their vehicle alone or in the company of others who may have malintent. Drivers do not think Uber is there to support them and their choices to choose safety over profits.

Entertainment Venues

Bar employees and security think putting someone heavily intoxicated in a rideshare/taxi is a safe option.

Riders

Friends of riders want to be good friends but they don't do enough to keep their intoxicated friends safe during a night out. They think the **safest/best thing to do is send people home alone** in an Uber.



Example FB ad targeting women.

- What is safest option , shift behavior that has been created.
- More specific what is the real gap - more visible consumer facing - role playing. Education needed around rider intoxication. Drunk driving - we are the safe option , concrete overlap with intoxication and sexual assault, and without victim blaming -
 - Alcohol doesn't cause sexual assault but the reality is that alcohol use plays a role. For example, alcohol use plays role in 50 to 70% of campus sexual assaults. DUI's are decreasing, but with the increased use of rideshare, police are observing an increase in excessive alcohol consumption to the point of extreme inebriation in which the individual is in a very vulnerable state. In many cases they have investigated, the victim was inebriated to the point of partial to complete unconsciousness when the sexual misconduct and sexual assaults occurred.
 - o Alcohol serves as both camouflage and a weapon.

Rock solid strategy - harder business lense

We created an integrated, initiative to help shift behaviors across channels & audiences in LA + LV.

- Developed **partnerships** and gathered **insights** with LAPD, LVMP, and advocates.
- Built **strategy and integrated campaign** with creative agency.
- Created **9 bystander scenes** to represent multiple experiences, tips, and diverse groups
- Presented at **entertainment venue** meetings for coordinated share out.
- **Launched across multiple, diverse channels:** PD, bar and advocate social, newsletter, web, in-location posters; 5 billboards in Las Vegas; 10 OOH signs in LA; 4 broadcast press pieces.



Executive Summary

- **This initiative showcases our commitment.** After learning about this campaign and partnership, 100% of Hollywood bar-owner surveyed *attendees were "much more likely to agree" Uber is committed to safety.*
- **We need to have better behavior outcomes for drivers.** In a scenario about picking up an overly intoxicated passenger, drivers responded they were *more likely to accept* the ride after seeing the tips—*the opposite of desired outcome.* Riders have positive behavior change.
- **We need to build in efficiency and scale. The process was hard to scale.** We'll look to build a scalable platform where we can shift management and execution to more external and local stakeholders.
- **We plan to keep global in mind.** UK, LatAm, ANZ and India advocates and regional teams see *similar trends connected to entertainment districts and Uber*, and have interest in campaign.

Goal

Showcase Uber's role and commitment to helping to solve a key societal issue.

Change behavior of riders, bars, drivers.*

X%*

increase in "Uber is committed to helping stop sexual assault." with consumers, PD, local advocates. (pre and post surveys)

80%

positive social sentiment

*determining measurement + KPI goal

Do more to showcase OUR role .

Headline language vs. business metric - need more substance ... this initiative showcases our commitment , more data and proof points
More details.

Note driving outcomes - up level second bullet, fine on 3 - voice over law enforcement piece.

KPI: Sentiment piece - pre and post, PD, social sentiment, better outcomes/behaviors , don't need the answer tomorrow

Venues, law enforcement, and advocates agree this strongly showcases our commitment and can contribute to reduction.

- **Contribution to sexual assault reduction:** LAPD said the partnership with Uber is contributing to the reduction in sexual assaults they are seeing in Hollywood.
- **Strongly positive social sentiment:** We saw positive response to social posts and press, where we usually have negative comments about Uber. [Brenda Tracy](#), [A Call to Men](#), [Survivors Inc](#), and more shared out positive support. We have even seen this initiative spark positive stories of drivers and friends helping to stop assault.
- **And word is spreading:** We received an invite to the End Violence Against Women International Conference due to the initiative and Seattle and San Jose PD have reached out for more information. UCLA Rape Treatment Center is getting more requests for their bar and club trainings due to this campaign and partnership, including the W hotel group and Goldenvoice.

"Thank you for all of your hard and incredible work with this campaign! We are grateful for your involvement and for the cooperative relationship you have developed with Hollywood Vice."

- LAPD officer

"You should be doing more...social media posts, commercials, flyers in cars. This message is important."

- Hollywood club owner

"This is an easily identifiable message that promotes safety and can help prevent sex assault."

- Hollywood bar meeting attendee

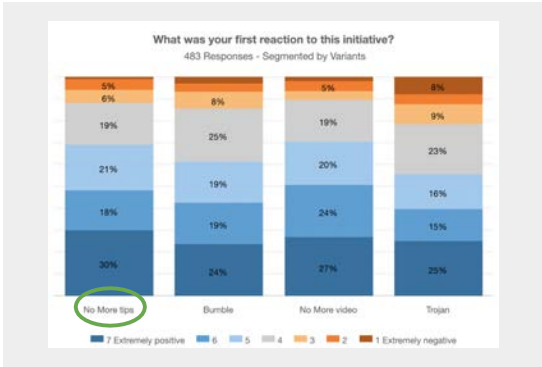
"Outstanding work by Uber. You should increase it to other areas and cities."

- LAPD vice sergeant

Positive sentiment on press pieces + NO MORE

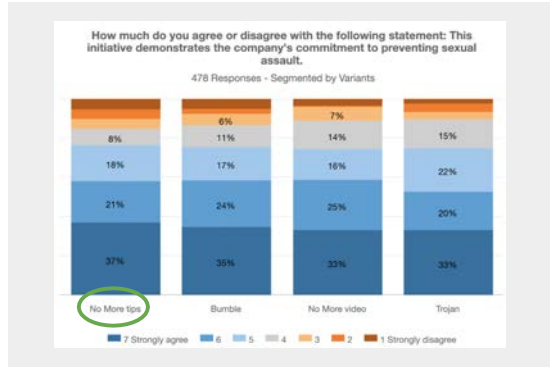
- Wouldnt cut down quotes, might cut bullets - reframe LAPD - publically stated feel this campaign , softens
- Last bullet is very powerful
- Trim so biggest points are standing out more
- Publically noted to contributing to reduction , surveys finding, increased request, social sentiment

Sentiment: The campaign elicits positive reactions and demonstrates Uber's commitment to preventing sexual assault.



Overall reaction

Across multiple tests, the overall reaction to the campaign has been positive. When compared with other campaigns focused on education around the same sensitive topic (both internal and external), participants showed slightly more enthusiasm for Bystander



Commitment to preventing sexual assault

Participants responded that the campaign demonstrates Uber's commitment to preventing sexual assault

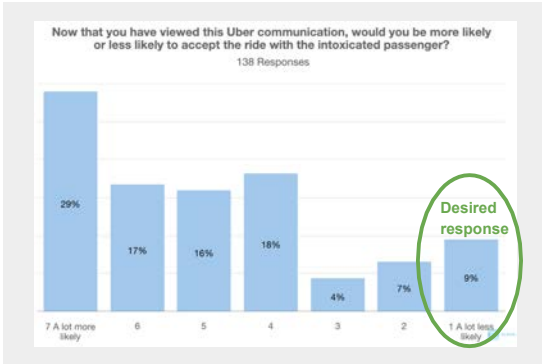
"It's very positive and a good change in social and moral relations, and I'm proud of Uber for starting this" -- Rider, female

- Redo box , performing the best,
- Directionally note

Sentiment

- Overall reaction to the campaign has been very positive -- in each of the tests where we asked about the overall reaction to the campaign, the majority of people responded positively. They like that Uber is standing up and doing the right thing, and they think the information is valuable.
- Commitment to preventing sexual assault -- A majority of people responded that the campaign demonstrates Uber's commitment to preventing sexual assault

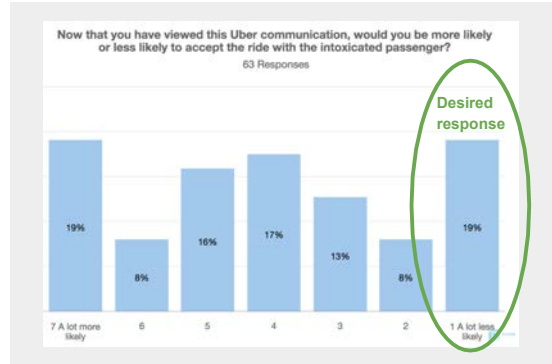
Scenarios: Drivers made unintended choices after seeing initial tips. We see updated tips can shift behavior.



Driver reactions, initial version of tips

In a scenario about picking up an overly intoxicated passenger, drivers responded they were **more likely** to accept the ride after seeing the tips -- the opposite of the desired outcome.

"I'll always be sure to get passengers home safe and to not let them behind the wheel intoxicated" -- Driver, female



Driver reactions, revised tips

We revised the tips to be more effective in communicating appropriate actions to take. While results improved with the second iteration, there is still opportunity to make the tips more effective.

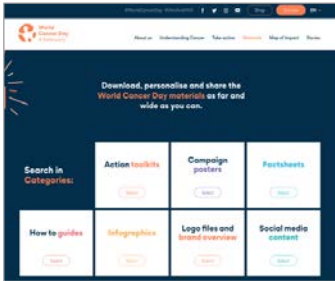
"Uber communication does not want us riding with intoxicated passenger. Uber provides me with a check so I will do whatever it is that they want." -- Driver, female

- Directionally
- Rider slide
- Headline update to make more clear

Scenario Tests

- Driver example: We tested driver tips with a scenario, didn't get the expected outcome (the tips made drivers even more likely to pick up an intoxicated passenger because they feel responsible for getting the person home safely) -> revised the content -> retested -> results improved (people were split on how the tips would impact their choice and we see a normal distribution)
- There is still work to be done to make this messaging more effective; we want to see the data skewed towards the right ("a lot less likely")
- For riders, the tips were more clear and effective, with nearly 50% of riders saying they would change their behavior based on the tips

We plan to update for efficiency, scale, comprehension, and a better understanding of Uber's role.



Efficiency and Scale:

- A refreshed microsite one-stop shop
- Easy to download training information
- Customizable assets for local partners + companies
- LE Outreach + Policy/Comms to own all local partnerships

Refreshed Clear and Actionable Creative:

- Updated driver tips
- Photos to be inclusive of other nightlife experiences/venues
- New OOH (to better tell the story in 3 seconds)

Comprehensive Ways to Show Uber's Role:

- Possible video explaining Uber's commitment + the issue (ex: ATTN, Upworthy)
- Interactive quizzes, cultural/news integration (Ex: Action Button)

By investing in scale, efficiency, and comprehension, we look to develop a withstanding global platform brands and advocates can leverage and also help grow.



All State, Purple Purse



AT&T, It Can Wait



68% of Americans report that they have tried to prevent someone from driving after drinking, since the campaign launched

Ad Council, Friends Don't Let Friends Drive Drunk

- Build a platform , scaleable
- Join the movement to end distracted driving. Take the pledge, spread the message, and become an advocate in your community today.

Creative Refresh Preview

USING B&W

We recommend using B&W photography to help keep a consistent and cohesive look/feel across all campaign touchpoints.

This allows us more flexibility in sourcing images from our shoot, stock, and Uber's library.

We can go lighter in B&W to incorporate the No More light blue, and switch from black to grey. This approach will feel more friendly and less scary.

NO MORE

"WELL, SHE WAS DRUNK"



Domestic violence and sexual assault are never the victim's fault. It's time we all speak out to stop the violence.
No more excuses.
No more silence.
No more violence.

POSTER OPTION A



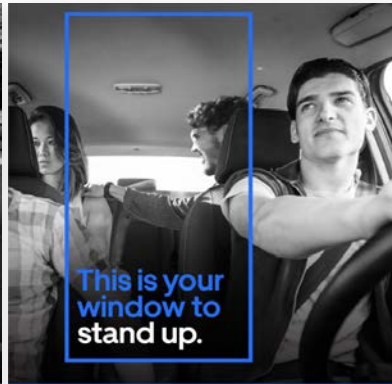
This is your window to stand up.

Stand up, don't stand by.

If you see someone trapped in an uncomfortable situation, help them out by creating a distraction. If it's unsafe to get involved, tell a bar staff member right away. #DontStandBy



In partnership with NO MORE



This is your window to stand up.

Stand up, don't stand by.

If your passenger has had too much to drink, ask them if they have a friend to help take them home. If they're unresponsive, call 911. For further assistance, call Uber Support. #DontStandBy



In partnership with NO MORE



Slide 12

1

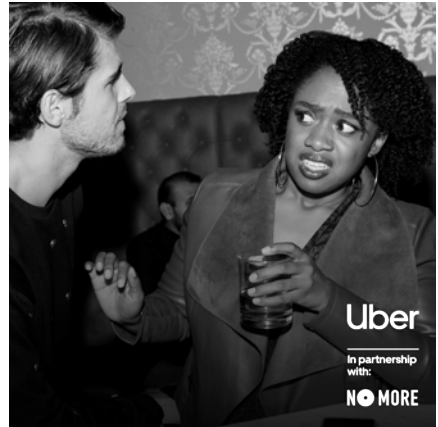
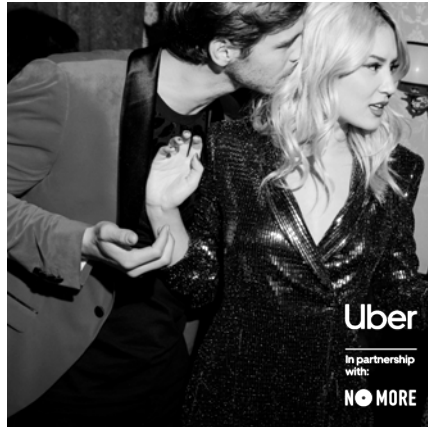
The agency overcorrected with the Uber logo. Will have Uber + NO
MORE logos as equal.

Carley Lake; 4/12/2019 4:15:29 PM

SOCIAL

If you see someone in an uncomfortable situation, help them find their friends or notify bar staff. #DontStandBy

Brought to you by:
[@uber](#) + [@nomoreorg](#)

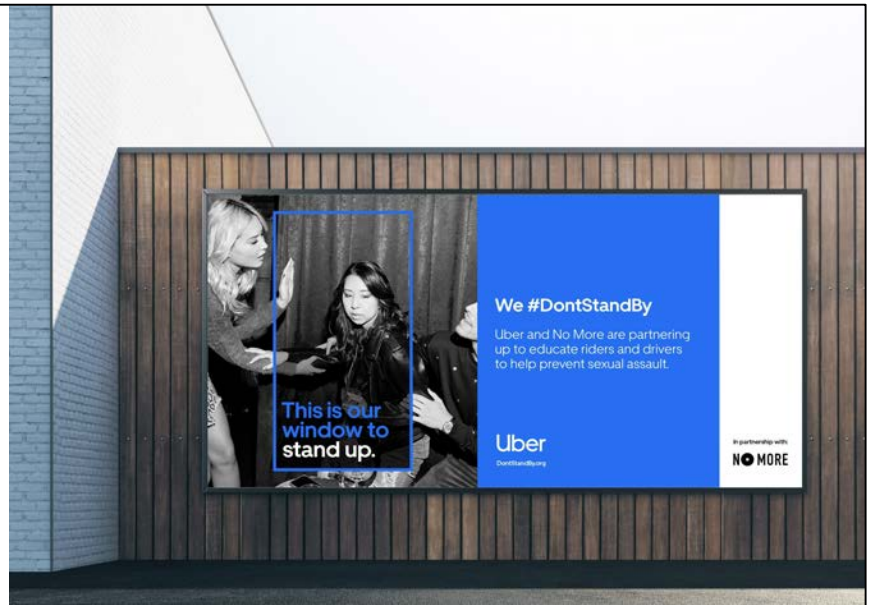


OOH: UBER

Copy:

We #DontStandby

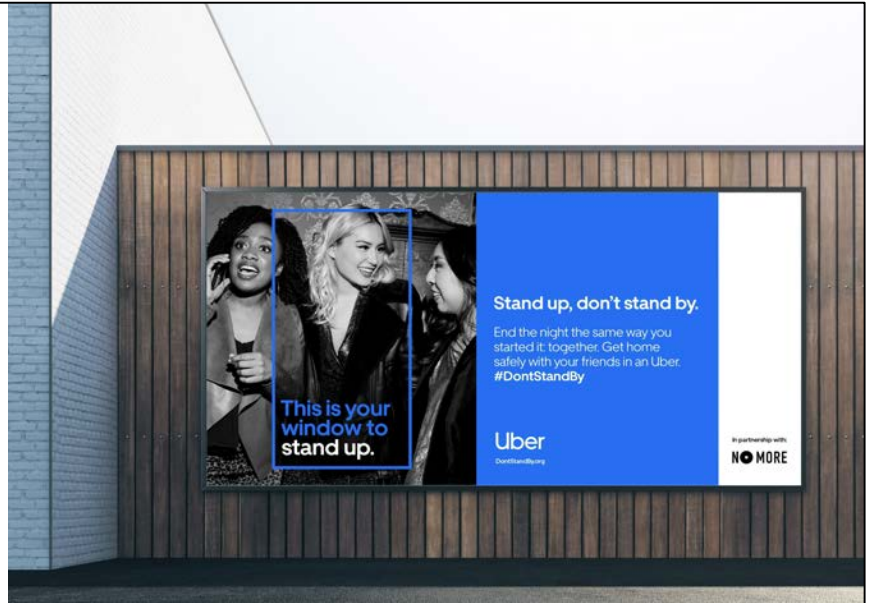
Uber and No More are partnering up to educate riders and drivers to help prevent sexual assault.



OOH

Copy:

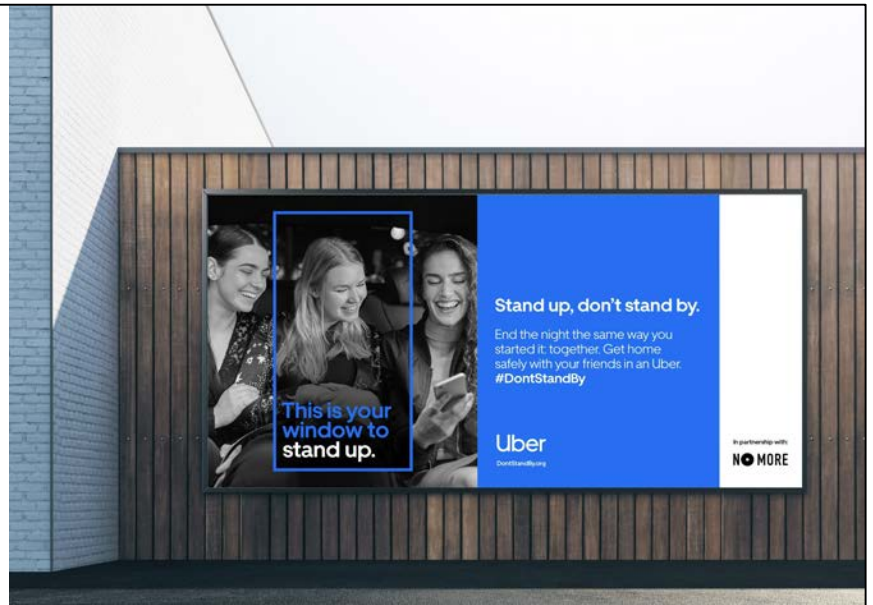
End the night the same way you started it: together. Get home safely with your friends in an Uber #DontStandBy



OOH

Copy:

End the night the same way you started it: together. Get home safely with your friends in an Uber #DontStandBy





An aerial photograph of a multi-level highway interchange with several lanes and overpasses. A white rectangular text box is centered on the image, containing the text 'Thank You.', 'March 2019', and the Uber logo. A small Uber car is visible on one of the highway lanes.

Thank You.

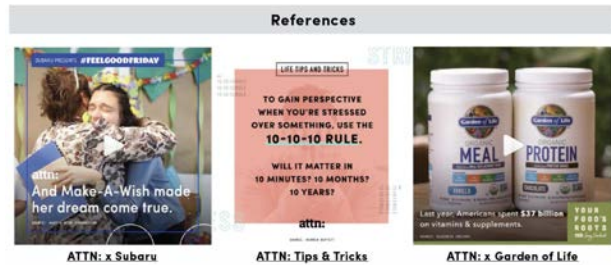
March 2019

Uber

Social Asset Options

Social Assets We Will Receive

- ATTN video
- Social gifs
- Static photos
- (All linking to dontstandby.org, owned by NO MORE)



Do more to showcase OUR role .

Headline language vs. business metric - need more substance ... this initiative showcases our commitment , more data and proof points
More details.

Note driving outcomes - up level second bullet, fine on 3 - voice over law enforcement piece.

KPI: Sentiment piece - pre and post, PD, social sentiment, better outcomes/behaviors , don't need the answer tomorrow

Appendix

Alpha tests show positive sentiment, mixed behavioral outcomes. We are clarifying the tips and optimizing visuals for April launch informed by insights

Tests with riders, drivers, and gen pop provided initial intuition in three areas:

Sentiment

Participants responded to Bystander campaign as well as other initiatives (internal and external) for:

- Overall reaction
- Commitment to preventing sexual assault

Scenario Tests

Riders and drivers were asked to make choices in various scenarios before and after seeing Bystander tips.

Creative Optimization

A/B tests helped us optimize different aspects of creative:

- Partner logos
- Police badge inclusion
- Tip content
- Photos

We conducted 11 tests with riders, drivers, and gen pop for initial reactions to campaign creative. These tests were meant to provide a directional gut-check and to help us refine further. Results have been directionally very positive, and we are continuing to work on making the messages even more effective.

- *Tests: 1 driver scenario (done twice), 2 rider scenarios, 1 campaign sentiment, 1 driver behavioral open-end, 1 rider behavioral open-end, 4 A/B tests to optimize creative*

We'll get into each of these in more detail in the next few slides.

Alpha testing

Overview

Alpha uses an online platform to rapidly collect qualitative data; standard use cases include A/B testing, concept screening, and UX refinement

What it is:

- ✓ Qualitative insights
- ✓ Experimentation platform
- ✓ Directional guidance for iteration
- ✓ Rapid 72-hour turnaround

What it's not:

- ✗ Quantitative rigor
- ✗ Scalable results/sizing
- ✗ Complete solution
- ✗ Full customization

Alpha is a glorified focus group and is not robust quantitative research. This is best used as a gut check. In order to get results .

This is a reminder - this is the platform Hollis mentioned in his 1 vs 1.

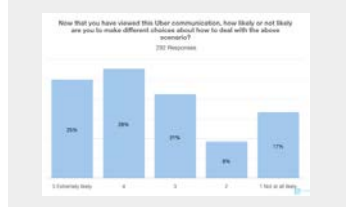
Alpha tests show positive sentiment, mixed behavioral outcomes. We are clarifying the tips and optimizing visuals for April launch informed by insights

Tests with riders, drivers, and gen pop provided initial intuition in three areas:



Sentiment

The overall reaction to the campaign has been mostly positive. Participants showed slightly more enthusiasm for Bystander than other campaigns (both internal and external) and also responded that the campaign demonstrates Uber's commitment to preventing sexual assault



Scenario Tests

Riders and drivers were asked to make choices in various scenarios before and after seeing Bystander tips. Reactions were mixed, with drivers choosing undesired actions after seeing the tips. We revised the tips to be more effective in communicating appropriate actions to take, and results improved with the second iteration



Creative Optimization

A/B tests helped us optimize different aspects of creative:

- Partner logos
- Police shield inclusion
- Tip content
- Photos

We conducted 11 tests with riders, drivers, and gen pop for initial reactions to campaign creative. These tests were meant to provide a directional gut-check and to help us refine further. Results have been directionally very positive, and we are continuing to work on making the messages even more effective.

- Tests: 1 driver scenario (done twice), 2 rider scenarios, 1 campaign sentiment, 1 driver behavioral open-end, 1 rider behavioral open-end, 4 A/B tests to optimize creative

Sentiment

- Overall reaction to the campaign has been very positive -- in each of the tests where we asked about the overall reaction to the campaign, most people responded positively. They like that Uber is standing up and doing the right thing, and they think the information is valuable.
- Commitment to preventing sexual assault -- A majority of people responded that the campaign demonstrates Uber's commitment to preventing sexual assault

Scenario Tests

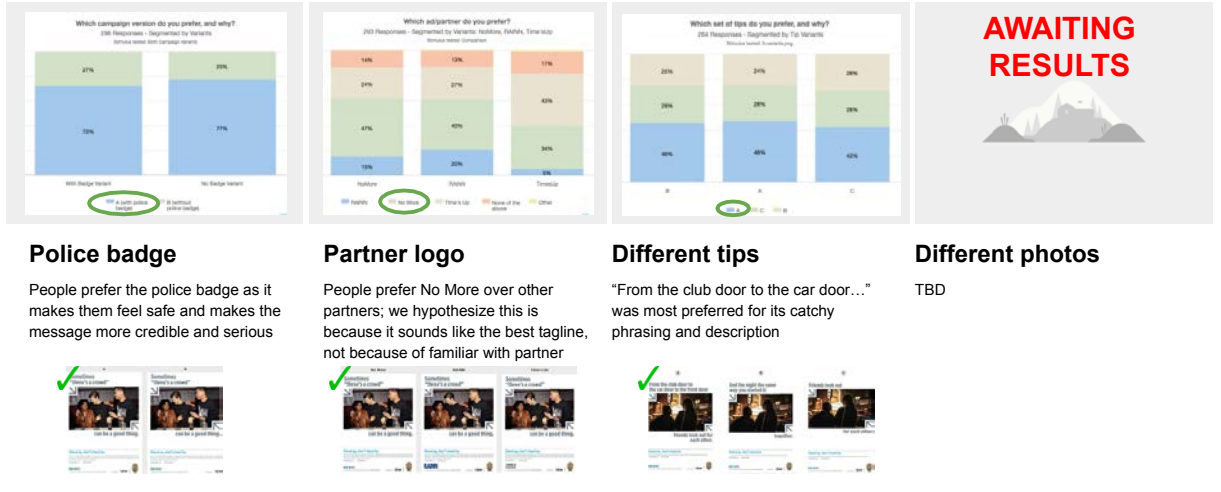
- Example: We tested driver tips with a scenario, didn't get the expected outcome (the tips made drivers even more likely to pick up an intoxicated passenger) -> revised the content -> retested -> results improved (people were split on how the tips would impact their choice). There is still work to be done to make this messaging more effective.

Creative Optimization

Tested with gen pop and active riders

- A/B tests helped us optimize different aspects of the creative:
 - Different partner logos* --- people prefer the No More partnership, and this is especially pronounced among men (*test being rerun because filter on active riders was omitted; results currently at gen pop level only). Hypothesis that people like it because it sounds like the best tagline, not because they are familiar with the organization (only 36% are familiar with it)
 - Police shield inclusion --- people prefer the police badge because it makes them feel safe and makes Uber's message more credible/serious. This preference was especially pronounced among active riders and also among women.
 - Different tips --- results TBD
 - Different photos --- results TBD

Creative Optimization: Participants preferred inclusion of the police shield, No More as a partner, “...From the club door” headline, and [photo results TBD]



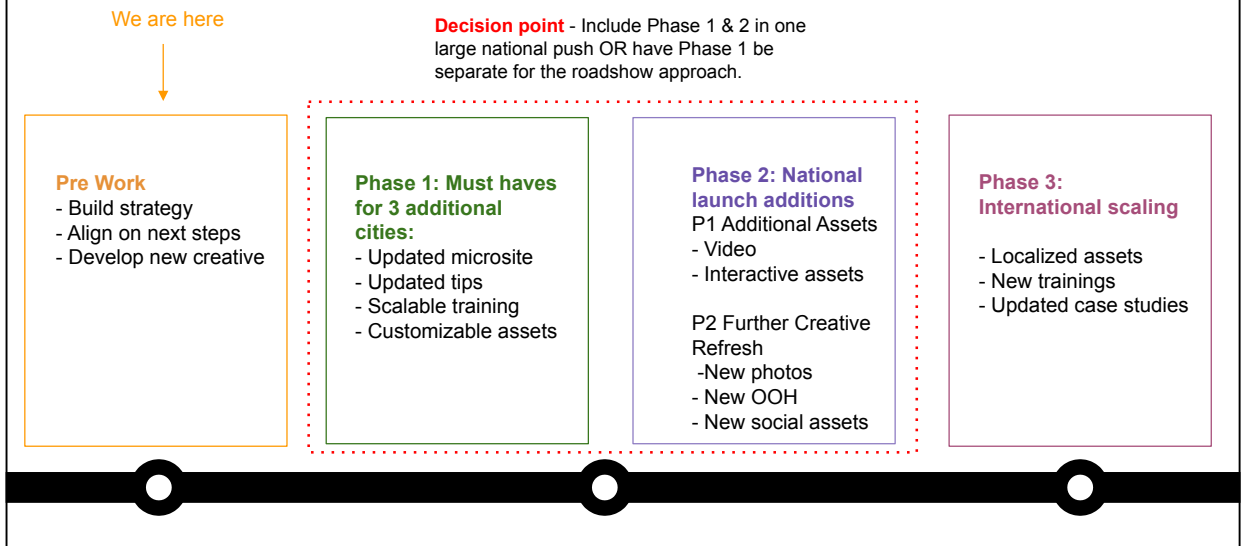
Creative Optimization

- Tested with gen pop and active riders
- A/B tests helped us optimize different aspects of the creative:
 - Different partner logos* --- people prefer the No More partnership, and this is especially pronounced among men (*test being rerun because filter on active riders was omitted; results currently at gen pop level only). Hypothesis that people like it because it sounds like the best tagline, not because they are familiar with the organization (only 36% are familiar with it)
 - Police shield inclusion --- people prefer the police badge because it makes them feel safe and makes Uber’s message more credible/serious. This preference was especially pronounced among active riders and also among women.
 - Different tips --- results TBD
 - Different photos --- results TBD

Asset Updates

Include Driver Tips before and after to show how Alpha helped optimize (including revised language in v2 of the tips that helped with the scenario choices)

Recommended Scaling Strategy



- 3 cities vs. national launch could back fire - tension point decision around the substance, here is what we would have to do to hit pr's request of roadshow in april vs, here is the value of the business to do these other things - more effective in achieving goals, phase one check the buckets
- - minimum value vs. recommend value - menu vs. phasing
- Articulating value of participating in the roadshow. But roadshow's investment is not enough to meet the goals. More tension to do a little for the roadshow, but confirm commitment in the long haul . would you give on roadshow or long haul?
- Can we even get 3 cities bought into this?
- Table - requirements for each phase , pros for doing this step (law enforcement) , ex: international scaling (other companies on board),
- Row that is the cons, concerns (can we hit this deadline, pissing people off with timeline)
- Clear rec underneath them
- Ending slide - what does this look like a year from now? - expand vision strategically - most visable sexual assault prevention consumer work to date, we see the potential, easy to get other companies on board, x platform - business examples - ATT it can wait, All State Purple Purse, platform
- Incorporate companies who have showed interest (All State)