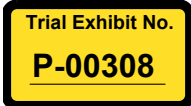


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| Collaborators | tbreeden@uber.com; megan.poonolly@uber.com; rosemary@uber.com; haas@uber.com; sytske@uber.com; sharmaed@uber.com; carley@uber.com; dmritry@uber.com; johnathon@uber.com; nick.silver@uber.com; hollis@uber.com; mccann@uber.com; meron@uber.com; andrew.moon@uber.com; jackieg@uber.com; kateparker@uber.com; uber.com; safety-team@uber.com | SEMANTIC |
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Rider Safety Education (Content Marketing) Brief

MARKETING OWNER

Carley Lake - Safety & Insurance Marketing
Ambar Pansari - Safety & Insurance Product

BACKGROUND / RATIONALE

Safety drives trust in our brand. Safety is key to our reputation and our brand promise. It's a response to millions of subtle, and not so subtle, micro-moments in the customer experience. Every time a driver doesn't activate because she's concerned, every time a rider doesn't use us because he feels afraid, every time someone drops off the platform because of anxiety, we all lose.

Overcoming the root causes of uncertainty builds both feelings of safety and trust. Feelings of uncertainty are caused by lack of control, unexpected outcomes, and the unknown. We need to remove the unknown by communicating to riders we care about safety, giving riders the safety answers and tips they need to feel secure, and letting our riders know we have tools and features in place to help promote their safe throughout the consumer journey*.

**Micro-moments appear throughout the lifecycle and journey for consumers, so we define the most pressing needs at various stages, mapping and addressing key points of vulnerability throughout the customer experience. Taken in conjunction with the dimensions, we find opportunity.*

OBJECTIVE + KPI

Create and provide valuable, relevant, and instructional consumer content that builds brand trust and the confidence and certainty that Uber is committed to safety.

1. **Lifecycle channels:** Meet consumer safety needs by infusing safety education + safety product education into driver user journeys (e.g., what to do in an emergency, how background checks work, how to use safety features).
2. **Website:** Create a consistent and compelling website presence across Safety and Insurance topics [engagement/visitation, favorability] - **This is a separate project but important to sync and align across projects.**

KPIs

- Brand sentiment
 - Survey "Uber is committed to safety"
 - Social Sentiment - via Brandwatch dashboard
 - Organic social - performance against current benchmark/average engagement

LOCATIONS

US/Canada test + roll out to globally

AUDIENCES

Primary:

- Current Riders

Secondary:

- Prospective Riders

CONSUMER PAIN POINT

I don't feel confident I am safe when using Uber.

USER INSIGHT(S)

Approximately 3.3M riders limit the number of trips they take due to safety concerns

- 1 in 5 riders (~3.3M) limit rides in a given month due to safety concern, which is even higher among younger (25%) and female riders (23%).
- Addressing safety concerns when alone (~+7M trips per month) or late at night (+6M trips per month) present the biggest opportunities for growth.

Addressing emergency response needs and reinforcing background screening present the biggest opportunities to increase rider perceptions and increase trips

- The greatest safety needs that are not being addressed are emergency response (64%) and financial coverage when an accident occurs (60%)
- Background screening (68%) and building an emergency button (66%) present the biggest opportunities to make riders feel 'a lot safer'
- Addressing concerns around riding alone and late at night will have the largest impact on the number of rides taken
- Need for existing awareness improvement of products -- "Customer Service" and "Existing Insurance Make Dual-Apps Feel A Lot Safer" (53%, 50%) but awareness is at the lowest of tested features (49% / 61%)**

VALUE PROPOSITION

Uber provides tools and protocols to make me feel confident, certain, and safe when using the service. Uber is committed to safety.

REASONS TO BELIEVE

RTBS:

- Show and tell how the system works to keep users safe on every ride
- Show riders and drivers that our community guidelines create rules and protocol for our system
- Background checks consisting of a criminal background and motor vehicle record review to vet drivers. More specificity matters: no prior DUIs, no prior felonies, etc.
- GPS tracking of every ride
- Key information is provided prior to pick-up including driver's picture, contact info, car make and model, and license plate
- Vehicle quality standards verified through inspections, confirming seatbelts, airbags, and model cars
- Rating system for both riders and drivers helps ensure mutual respect
- Rides are available 24/7, 365 days a year across the globe

We will develop content across the rider lifecycle addressing these reasons to believe.

DESIRED OUTCOME

Existing Riders:

Think: Uber provides tools and features to keep me safe while getting from point A to B, Uber has my back

Feel: More at ease, confident, certain

Do: Use Uber and recommend to friends and family

LIFECYCLE CHANNEL STRATEGY DELIVERABLES

OUTSIDE OF APP

RIDER On-Boarding POC: xx

RIDER CRM POC: Darinka Komljenovic

- Community Guidelines Experiment

UBER.COM/BLOG POC: xx

IN-CAR MESSAGING POC: xx

INFLUENCER MARKETING POC: Claire Daugherty

VIDEO POC: TBD

PHOTOGRAPHY POC: TBD

SOCIAL POC: TBD

PAID SOCIAL POC:xx

PARTNERSHIP CHANNELS POC:xx

- Law enforcement
- University police
- Consumer protection

IN-APP

IN-APP SAFETY HUB POC: xx

- Trip Safety Hub -- in-app safety center, prominently accessible from a shield icon on every trip, that demonstrates Uber's commitment to safety.
 - Insight - check app when anxious - key safety information
 - Push notifications
 - Pro -tips in app - on map
 - Concerns with express pool walking late at night
 - Contextual messages - key scenarios

IN-APP TRIP SAFETY WELCOME POC: xx

- In-app safety screen that appears at the beginning of (every?) trip, that demonstrates Uber's commitment to safety through clear actions, not just words.
- We can also work to message groups at different times, with different messaging (riding at night, riders who have had safety concerns, etc).

DRIVER PROFILE POC:xx

CAMPAIGN INTEGRATIONS

Rider Forward safety chapter (in collaboration with Product) (January/February)

- *Add brief here*

Emergency Response Bundle (February/March)

- Automatic mobilization of law enforcement / 911 integration
- Accident detection
- SOS
- *Add brief here*

Safety Sentiment Bundle (March/April)

- Share My Trip enhancement
- License plate enlargement
- In-app welfare check
- *Add brief here*

Targeted Bike Safety Campaign (March)

- *Add brief here*

Distracted Driving Awareness Month/911 Education Month (April)

- *Add brief here*

Seat Belt Safety Campaign (May)

- *Add brief here*

CREATIVE CONSIDERATIONS

Safety copy considerations:

- Implicit safety communications (higher order values and brand promises): confidence, certainty, control, care, follow-through, expertise, peace of mind, comfort
 - Feeling safe for riders (and drivers) means having confidence and certainty when using Uber. Feelings of uncertainty are caused by lack of control, unexpected outcomes, and the unknown.
 - Control: *"I am more in control when I am safe. Getting from point A to point B, you need trust in yourself and someone else."* - Rider, Chicago
 - Uncertainty (what we want riders to feel -): *"The way Uber is set up is incredibly transparent. Being able to see the driver, they can see you, you can see scores."* – Rider

Safety design considerations

- Ensure visual language communicates safety.
 - Safety is about real people in the real world. Where possible from budget and method prospective, communicate safety narratives through photography versus icons. Keep a humanistic approach.
 - Showing that we're serious about safety means obsessing about the visual details. Riders should always have seat belts on any local, regional or mega-regional advertising. Children should never be without a carseat in a vehicle.
 - UX should strive to reduce uncertainty, no matter how small. Certainty contributes to feelings of safety. For example, many first timers don't recognize that we provide the license plate number in the app, and are anxious trying to identify the car. A small one-time overlay both educates riders and increases certainty.
- Law enforcement agencies prefer assets that are not overly branded with "Uber".



Safety terms to avoid:

- “best available;”
- “industry leading;”
- “leads the industry;”
- “gold standard;”
- “safest;”
- “best-in-class;”
- “safest ride on the road;”
- “strictest safety standards possible;”
- “safest experience on the road;”
- “best in class safety and accountability;”
- “safest transportation option;”
- “background checks that exceed any local or national standard;”
- “as far back as the law allows;”
- “the maximum allowable by California law;” or
- “safest possible platform.”

TEAM

R: Carley Lake, James LaVela

A: Safety & Insurance Marketing: Kate Parker // Safety Comms: Tracey Breeden

L: Legal: Scott Binnings // Policy: Jena Wu

C: CRM: Darinka Komlienovic // Uber.com: Jordan Bruce// Web Content Marketing: Brandi Harris // Marketing Strategy: xx //Marketing Program Management: xx // Marketing Creative: xx
I: S&P: Niraj Patel // Uber.com: Taylor Pease // Web Content Marketing: Michael Stumpo

EXTRAS

- [Journey Map - Micromoments of Safety](#)
- [Safety & Insurance Web \[H2 2017\]](#)
- [Safety Web Competitive Deck](#)
- [Safety Brand Narrative Quant Findings](#)
- [Micromoments and Marketing Touchpoints](#)
- [*Safety Brand Narrative Study](#)
- [**Current Riders Safety Quant](#)