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EXHIBIT
1913
08/21/25 CB

Metadata

All Custodians	Sara Peters	SEMANTIC
Application	iTextSharp 5.1.2 (c) 1T3XT BVBA	SEMANTIC
Date Created	12/08/2021 2:28 pm PST	SEMANTIC
Date Modified	12/08/2021 2:28 pm PST	SEMANTIC
Filename	Uber_DOE_0012645.pdf	SEMANTIC
Primary Date	12/08/2021 2:28 pm PST	DOC_TYP E_ALIAS

Trial Exhibit No.
P-00193

UBER 2018 H2 BRAND TRUST CAMPAIGN



SAFETY MODULE

BTC Module 5 "SAFETY" Creative Brief

Objective Re-instill trust in Uber by proving Uber is committed to **Safety**

Opportunity

Context

Gen Pop has a negative perception of Uber being safe due to incidents that have occurred with drivers in the past. Some riders associate the low fare of Uber rides to unprofessional drivers and thus, and unsafe service.

Opportunity

Have Riders & Gen Pop perceive Uber as a safe service by highlighting the experienced and professional drivers. Leverage the vetting they go through and the product feature of driver profiles.

Proof points

Vetting & Driver Profile (name, picture, experience, ratings, experience, license plate, car)

Role of the Brand

Audience

Safety is a consistent theme being requested from EMEA markets. It sits at the core of all human needs, and is instrumental in shaping the perception of Gen Pop. Vetted and experienced drivers converts to safe drivers, which is the most impactful element in shaping a positive perception on safety. Riders seek reassurance that this foundational aspect of safety is being addressed by Uber and its drivers.

Core Insight/Tension

The information about drivers (picture, name, # of trips, license plate, tenure, achievements) made available to riders prior to the ride provides a sense of familiarity with the driver. This makes the riders feel confident about making the decision to take a ride with Uber, and effectively, provides a feeling of safety when stepping into the car. Once they are seated, the makes them trust the person behind the wheel.

Proposition The high ratings in the app reflect the services delivered by the drivers.

Checklist

Think: I feel safe riding with Uber
Feel: Reassured, safe, confident
Do: Request an Uber for your everyday ride
Tone of Voice: Honest, Human, Humble & Optimistic
Narrative: Uber helps you navigate the messiness of modern life
Way In: Center on the driver's journey to becoming a driver

Deliverables

Creative concept that can be adapted to various channels, while leading with a digital strategy.

72 to deliver a proposal on package of assets:

- Combination of films & stills for social media
- Combination of stills and animated stills for digital banners
- Films for tv/cinema
- Stills or animated stills for CRM
- Combo of stills/animated stills or films for OOH & D-OOH

Team: Strategy / Program Management / Creative

Teams

Timing: Idea sign off by August 14th

Budget: 400k (production)

Markets:

UAE/DE/SA/NG/GH/KE/UG/TZ/UK/FR/ES/IT/N

L/PK/EG

KPIs:

Increase in favorability amongst Riders & Gen

Pop.

Increase in Brand Trust amongst Riders & Gen Pop
Increase in perception of safety amongst
Riders & Gen Pop

72ANDSUNNY / UBER

Same goal
TRUST

Same mindset
On-the-movers

Same EMEA insight:
Uber helps people navigate the messiness of modern life

Same storytelling:
Built from the proof-point up

72AR000000 / UBER

Same goal
TRUST

Same mindset
On the move

Same EMCA insight
Uber helps people navigate the messiness of modern life

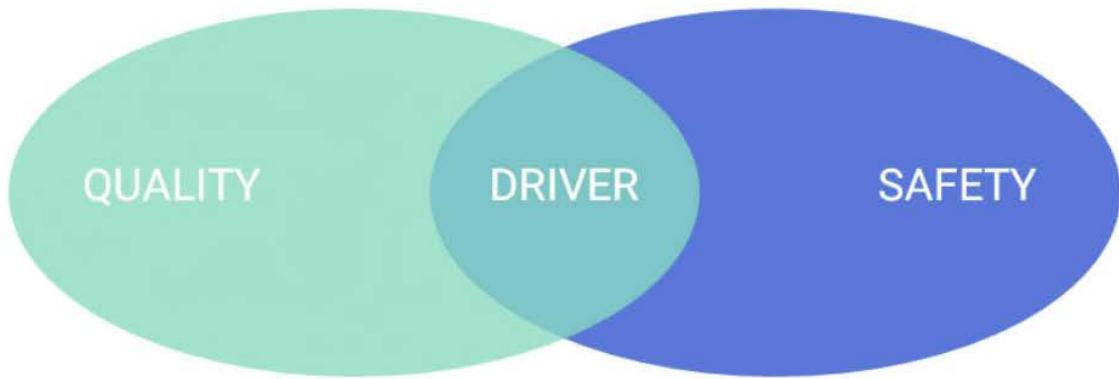
Same storytelling
Built from the proof-point up

More optimistic tone:
Human. Humble. Honest & Optimistic

Lighter storytelling:
Moving confidently

New approach to comms:
A plan beyond modules + modules beyond film

72ANDSUNNY / UBER



**We know Quality and Safety are the areas we need to hit
We know drivers are the best way to prove them**

72ANDSUNNY / UBER

“QUALITY”
“SAFETY”

saying ≠ believing





72ANDUNNY / UBER

THE EVIDENCE THAT LIVES IN THE APP

speaks louder than a clever line ever could

MOVE AWAY FROM

Messaging

MOVE TOWARDS

Proof

72ANDSUNNY / UBER

“QUALITY”

“SAFETY”

"QUALITY"

"SAFETY"

+ thank you notes, badges, knowledge

+ trips completed, years, language skills, badges

4.91 ★



72ANDSUNNY / UBER

4.77 ★

72 AND SUNNY / UBER

Boosting the cultural power of the driver profile

When we tell stories of Quality and Safety, delivered by drivers, we won't hero a marketing line, but the data and iconography of the app itself.

Rider compliments

Speaks **English** and **German**

From **Paris, France**

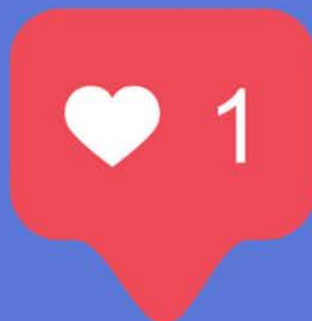
Ask about **restaurants** and **museums**

Fun fact

I'm a DJ and a drummer!

72ANDSUNNY / UBER

this is a cultural symbol of approval

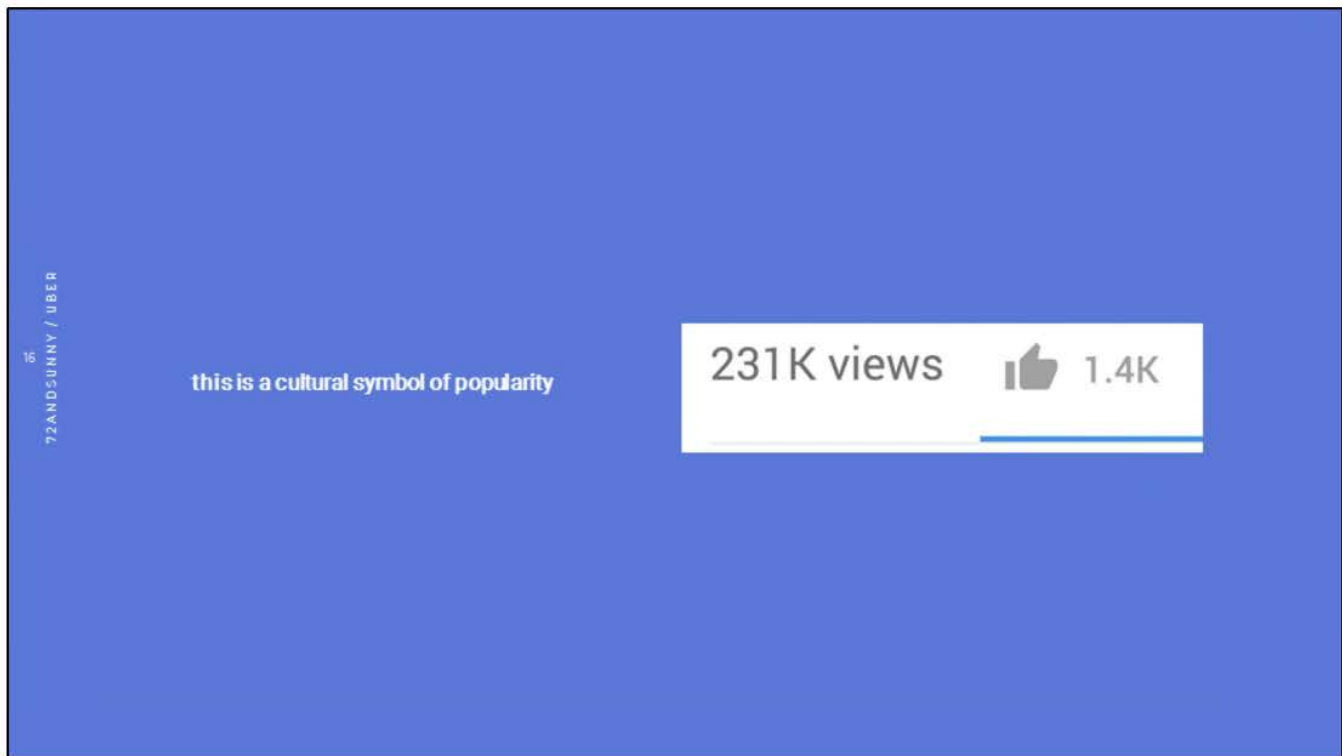


HUMAN, HONEST, HUMBLE. EVERYDAY. WE CAN OWN THAT CLOSENESS.

this is a cultural symbol of authenticity



HUMAN, HONEST, HUMBLE. EVERYDAY. WE CAN OWN THAT CLOSENESS.



HUMAN, HONEST, HUMBLE. EVERYDAY. WE CAN OWN THAT CLOSENESS.

72ANDSUNNY / UBER

this is a cultural symbol
of professionalism



Let's make this
and the other amazing things
that live in the driver profile
the new cultural symbols
of quality and safety

4.88★
Rating

1
Year

HUMAN, HONEST, HUMBLE. EVERYDAY. WE CAN OWN THAT CLOSENESS.





72 AND SUNNY / UBER

OUR STORIES

72ANDSUNNY / UBER

1 SAFETY

WHAT CREATES THE FEELING OF SAFETY?

Recognising a **friendly face and name**
(on your phone and in the car window).

A **vetted certification**.

A **track record** that proves out safe rides
(rating, experience).

Visual approach

Sign Off

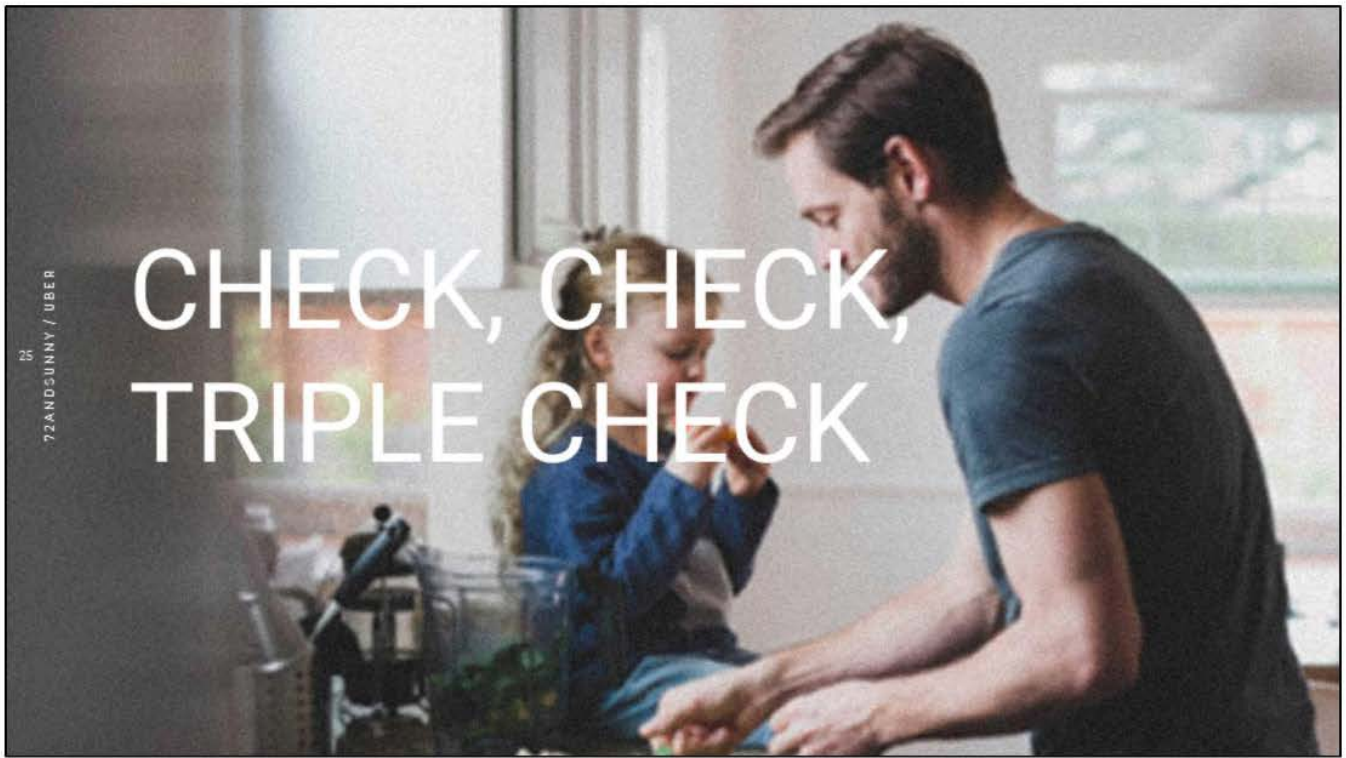
To convey our driver-vetting in a visceral way, we have explored an animation device that we can use to sign off our safety films. We show all the individual vetting steps as a 'counter' that ends on certified driver since...

- No driving offenses ✓
- Vehicle safety check ✓
- Licensed driver certificate ✓
- Background check ✓

Certified driver since ...

We can add different steps into the counter for different films, and even add more playful 'vetting' into the mix to humanize it. Like i.e. 'cute profile picture ✓' or 'excellent name pronunciation ✓'





Route Tittle

We all feel safe with a person (and a company)
who triple checks every last detail.

30"

CHECK, CHECK, TRIPLE CHECK - 30"

We open on a single dad helping his eight-year-old daughter get ready for school. He clearly takes his job seriously, double and triple checking if everything is ok.

He checks if she brushed her teeth. Twice. He checks if she's dressed warm enough. He checks to see if she has everything in her backpack. And all the while he's checking the time. When the school bus arrives, he walks her all the way to her seat. A bit ridiculous, but cute too.

VO: "To me there's no such thing as being overprotective. You can never be too sure right?"

We then cut to dad getting into his car. We see him click his phone into the dock and open the Uber app.

VO: "So I didn't really mind getting vetted when I started this job. I do that all the time, ha".

A ride request comes in and he accepts.

Title up: Raul. 4.89 *

Certified driver since 2015

Uber. Where to?



27 STANDSTUNTS / UBER

6" YOUTUBE BUMPER

CHECK, CHECK, TRIPLE CHECK - 6"

Title up: Raul. 4.89 *

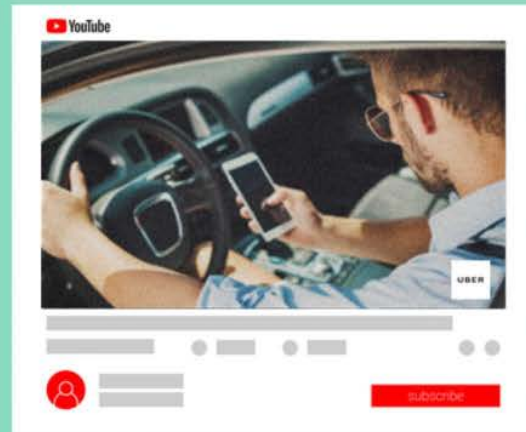
We open on Raul driving while the titles are still on. But instead of them disappearing, we start adding more titles. Almost like a resumé of all of the vetting boxes he ticked i.e.:

- no driving offenses V
- vehicle safety check V
- licensed driver certificate V

All leading up to:

-Certified driver since 2015

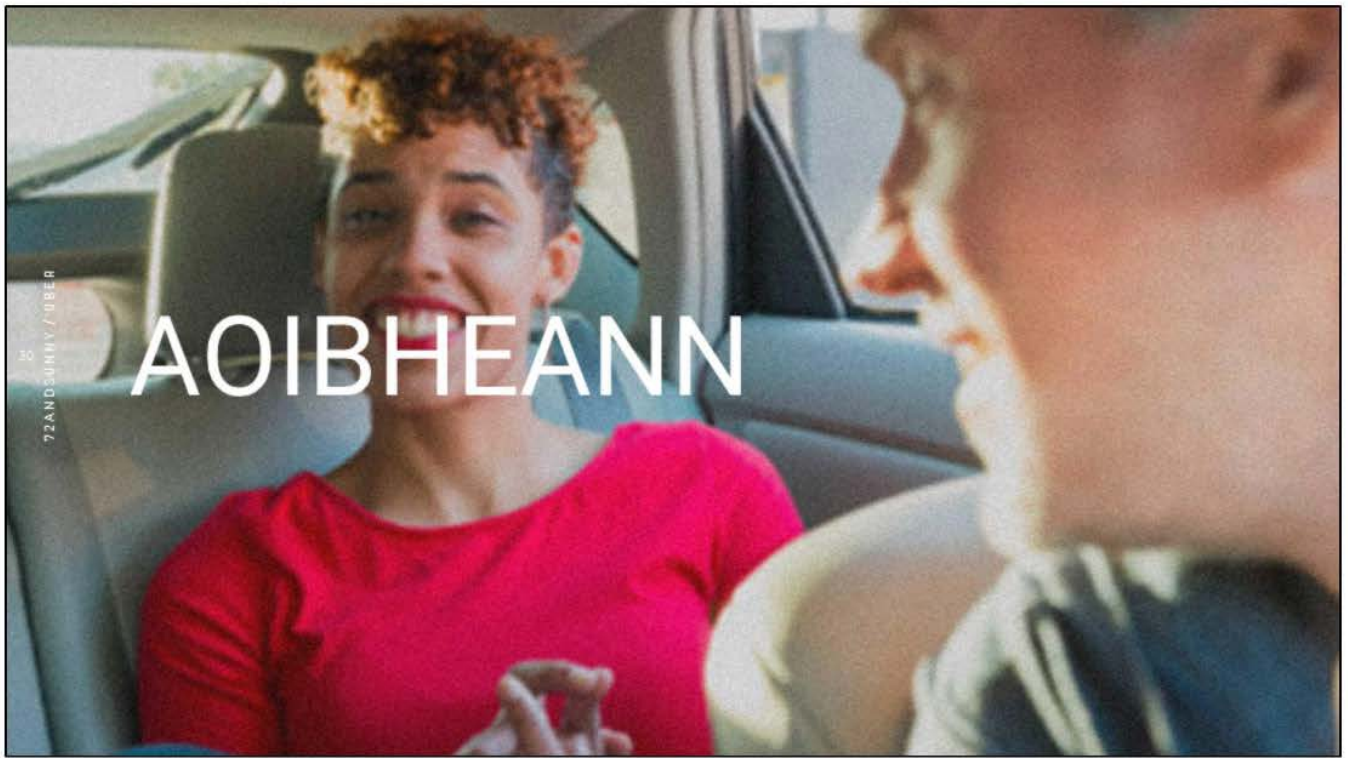
Uber. Where to?



28
STANDUPNT / UBER

When someone knows your name,
you can't help but feel at ease.

*In safety research, "know your driver" is the highest
performing claim with riders.*



Route Title

30"

AOIBHEANN - 30"

We open on an Uber driver, Richard, in his car by himself repeating different iterations of the same word. It sounds like he's doing voice exercises or something. Nonsensical gibberish.

*Ayobean
Oybeyan
Ahhbyen
Aaoybh...*

He sighs. Then takes his phone and types something in. We hear a robot voice say:

"Even"

He repeats. *Even...*
And again: *Even.*
That's not too hard.

Suddenly, the backseat door opens and a girl leans in, looking a bit hesitant. She asks: "Richard?" He nods and says "Aoibheann?". She looks pleasantly surprised that someone got her name right for once, which is totally disarming. Cut to Aoibheann and Richard having a laugh as they drive off.

Title up: Richard.

Correct name pronunciation ✓

No driving offenses ✓

Vehicle safety check ✓

Licensed driver certificate ✓

Certified driver since 2014

Uber. Where to?



Uber

6" YOUTUBE BUMPER

AOIBHEANN - 6"

Title up: Richard.

Certified driver since 2015

We see Richard, in his car by himself repeating different iterations of the same word.

Ayobean

Oybeyan

Ahhbyen

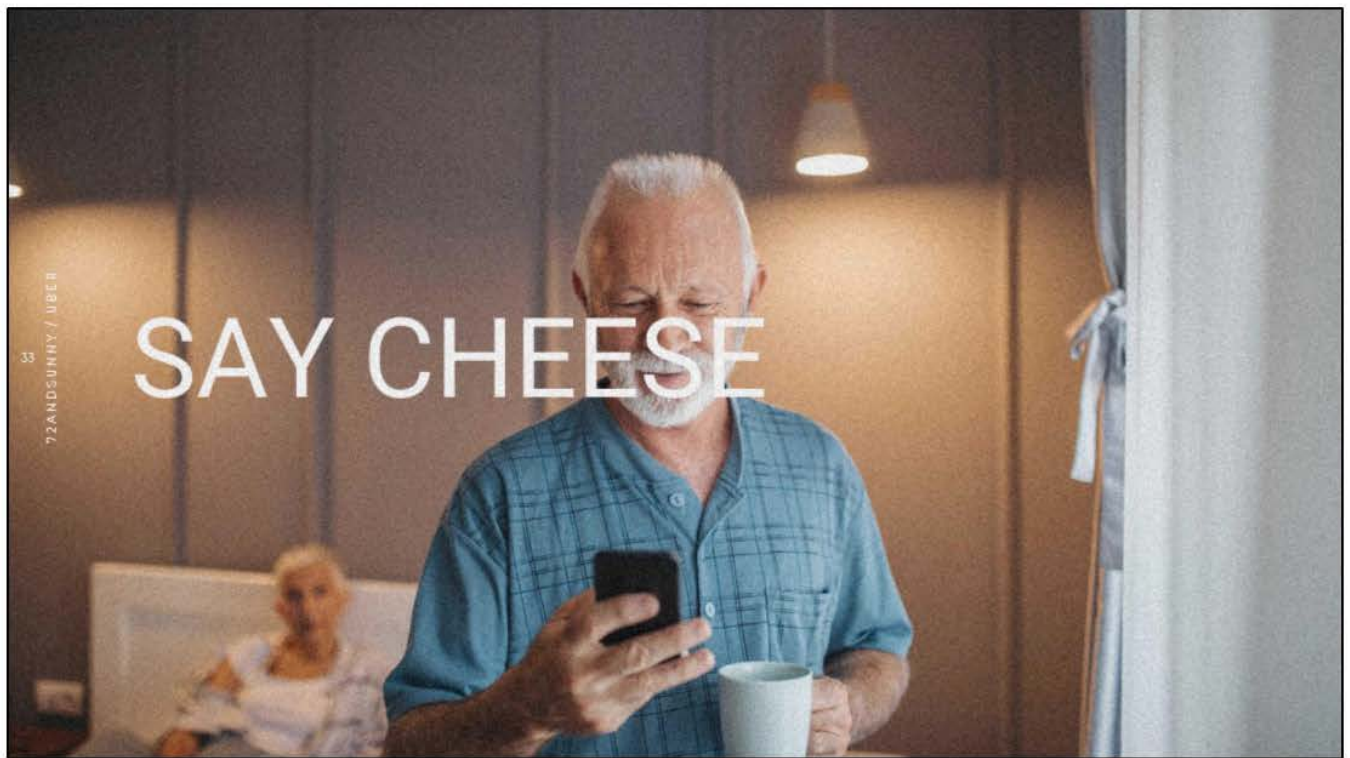
Aaoybh...

We then move to the right and see a second phone on the dashboard with the Uber app open: "Pickup request Aoibheann"

Uber. Where to?



32
STANDSTUNT / UBER



Route Tittle

Scientists have known for decades that the first step to trusting a person is all based on seeing their face.

30"

SAY CHEESE - 30"

We open on a 50+ man, getting dressed.

He puts on his suit. Fixes his tie. Checks his moustache in the mirror.

We then see him in the living room, with his wife. They are bickering a bit, trying to figure out how the camera on his smartphone works.

VO:

"...what's that thing they always say... ?

We then see him pose for the camera and we discover he's not wearing a whole suit, but just the top part for the picture. He's still in his pajama pants.

He straightens his back, puts his chin up and smiles. "CLICK". They check the result together.

"...only one chance to make a first impression".

We cut to a girl alone on a quiet street late at night, waiting for an Uber. She checks the driver's profile and sees the disarming photo smile of our driver from the opening. She relaxes. She puts her phone back in her purse and looks out for the car to arrive.

We then cut to the girl in the car, chatting with the driver.

Title up

- Cute profile picture ✓
- No driving offenses ✓
- Vehicle safety check ✓
- Background check ✓

Certified driver since 2018

Uber. Where to?



30"

SAY CHEESE - 30" - UK VERSION

We open on a 50+ man, getting dressed. He puts on a suit. Fixes his tie. Checks his moustache in the mirror. His wife gives him a nod approval.

VO: "...what's that thing they always say...?"

We cut to him at a Greenlight Hub, going into the photo booth to get his picture taken. His wife is watching with a very critical look, giving him cues for his pose. He sits down. Back straight. Chin up. Big smile. And FLASH!

They check the shots together. Meh!, eyes closed. He decides to go again. FLASH. Awkward look. And again. FLASH. This one's perfect.

"...only one chance to make a first impression".

We cut to a girl alone on a quiet street late at night, waiting for an Uber. She checks the driver's profile and sees the disarming photo of our driver from the opening. Big smile and eyes wide open from the flash. It's kind of funny. She relaxes. She puts her phone back in her purse and looks out for the car to arrive.

We then cut to the girl in the car, chatting with the driver.

Title up [redacted]
Cute profile picture ✓
No driving offenses ✓
Vehicle safety check ✓
Background check ✓

Certified driver since 2018

Uber. Where to?



36
STANDSTILL / UBER

36

6" YOUTUBE BUMPER

SAY CHEESE

Title us [REDACTED] Certified Driver since 2018

We see an older women snapping pictures of her husband. The last picture animates in to Patrice's driver profile. A big disarming photo smile that ends on someone's phone.

Uber. Where to?



IG STORY

SAY CHEESE

Story 1: We see a sequence of snaps of a middle aged man in a suit, striking different poses and pulling faces in front of a camera.

Story 2: We reveal the context. The man's wife is taking pictures of him. We see that he's only wearing the top part of a suit and has pajama pants underneath.

Story 3: We cut to a girl alone on a quiet street late at night, waiting for an uber. She checks the driver's profile and sees the disarming photo smile of our driver from the opening. She relaxes.

Title up: Patrice

Certified Driver since 2018

Uber. Where to?

