

Uber as an Advertising Platform

Promote your brand to the millions who travel across every city every day

September – December 2018

1 SCALE & REACH

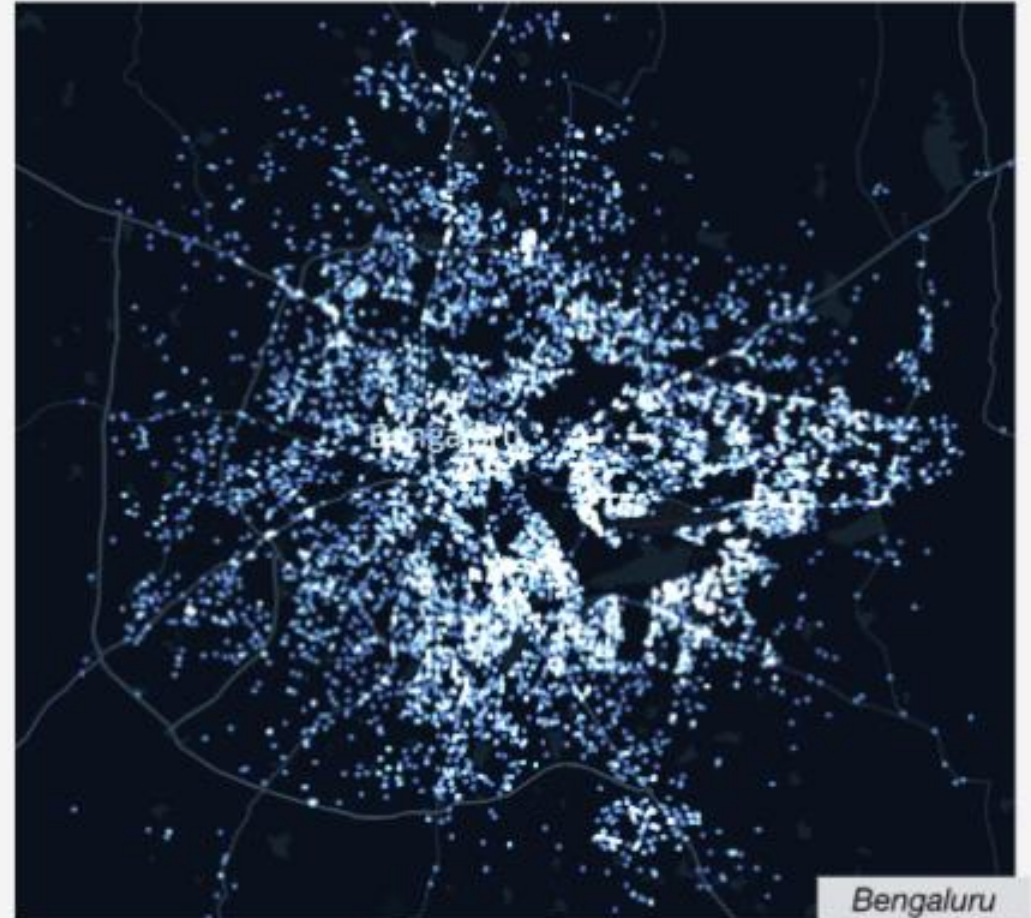
Vehicles provide a **comprehensive coverage** of the city.

Unparalleled **access and breadth**, connecting with customers close to points of purchase.

2 NOVELTY

It **breaks clutter** and gets your products or services to **command attention**.

Immense scope for **creative design play**.



Heatmap of requests for a campaign spanning the entire city.

3 FREQUENCY

Mobility ensures your advertisements are constantly **going where the people go**.

Building frequency through **repeated exposures** to your campaign at different times and locations.

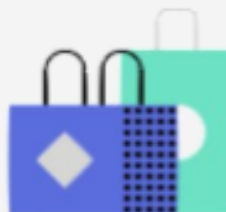
You no longer need to make trade-offs on which locations to take for your campaign, **the cars go everywhere!**

Uber



Residential Areas

Repeated exposure at prime residential localities



Malls / Cinemas

Dedicated Uber zones in some of the **biggest malls** in India

300,000+ weekly Uber rides at airports across India



Corporate Parks

An Uber ride happens in a major IT park **every 5 minutes**



Airports

4 MEASURABILITY

Pictures for proof of campaign start are given once installation is completed.

Advertisers can measure ad impact through the exclusive campaign report covering the below metrics:

Campaign

City: Mumbai
Volume: 200 cars

Duration

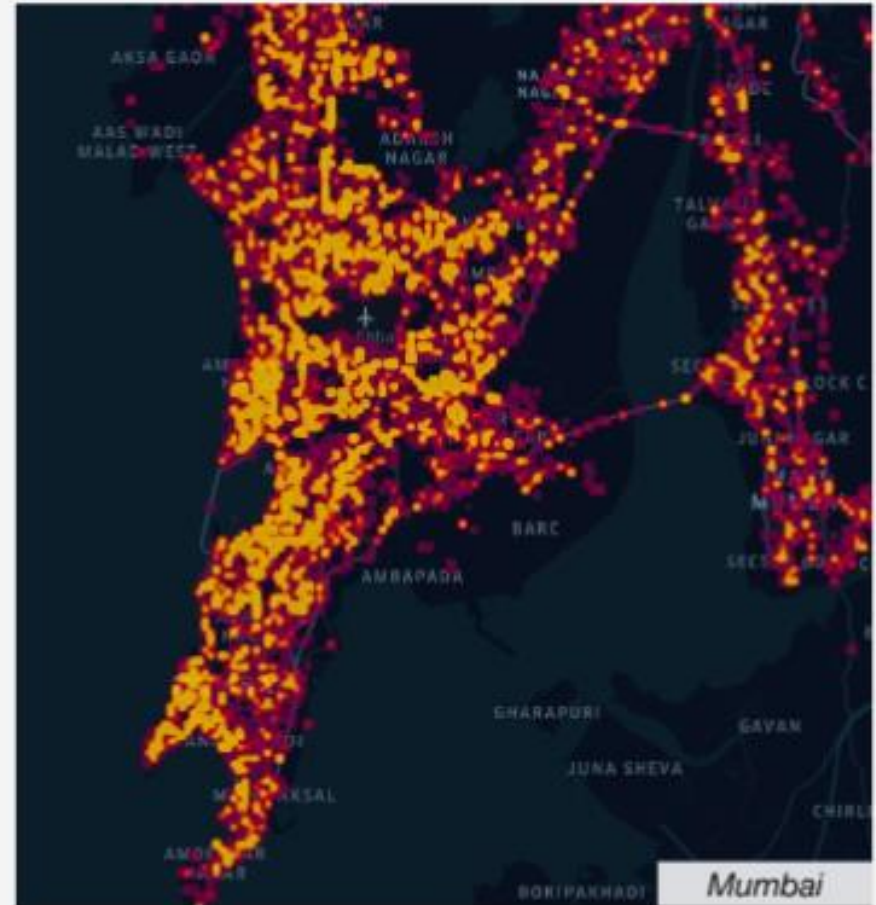
Campaign: 1 month
Impression Time: 40k+ hours

Impressions

Rider impressions: 150k+
Commuter Impressions: 20M+

Geo-Temporal

Engagement: 15% Venue trips
Heatmap: [Link](#)



Representative values only. Actual values may vary.

5 AUDIENCE



Millennials



Business Travellers



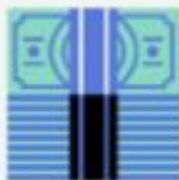
First Jobbers



Home Makers

6 ENGAGEMENT

Brands get a captive audience for a significant duration both inside the car as well as outside (traffic). Ads are uninterrupted and have maximum impact.



₹ 1000-2000
spend/month on Uber



40% non-cash
transactions



40-45 mins
average trip duration



2.4 riders
average people per trip

7 FLEXIBILITY

Whether it is a moving car wrap travelling around town, a touch point inside the car or something outside the car altogether; car branding offers flexible options for every marketer.

External Branding



Internal Branding



Experiential Marketing



**All images used here are for illustrative purposes*

Uber

E-comm / Retail



FMCG



Appliances



Finance



Media



Others



External branding stays on 24x7 giving you higher visibility.

Customised end-of-campaign report for your campaign offering further insight.

Compared to other media, this falls on the lower end of the cost spectrum; both in terms of rental and fabrication.

The rental goes to the individual car owners and helps build sustainable earnings for them; hence we can maintain low prices for this media.



* These numbers are representational only.
Actual values may vary by city and month.