Uber as an Advertising Platform

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

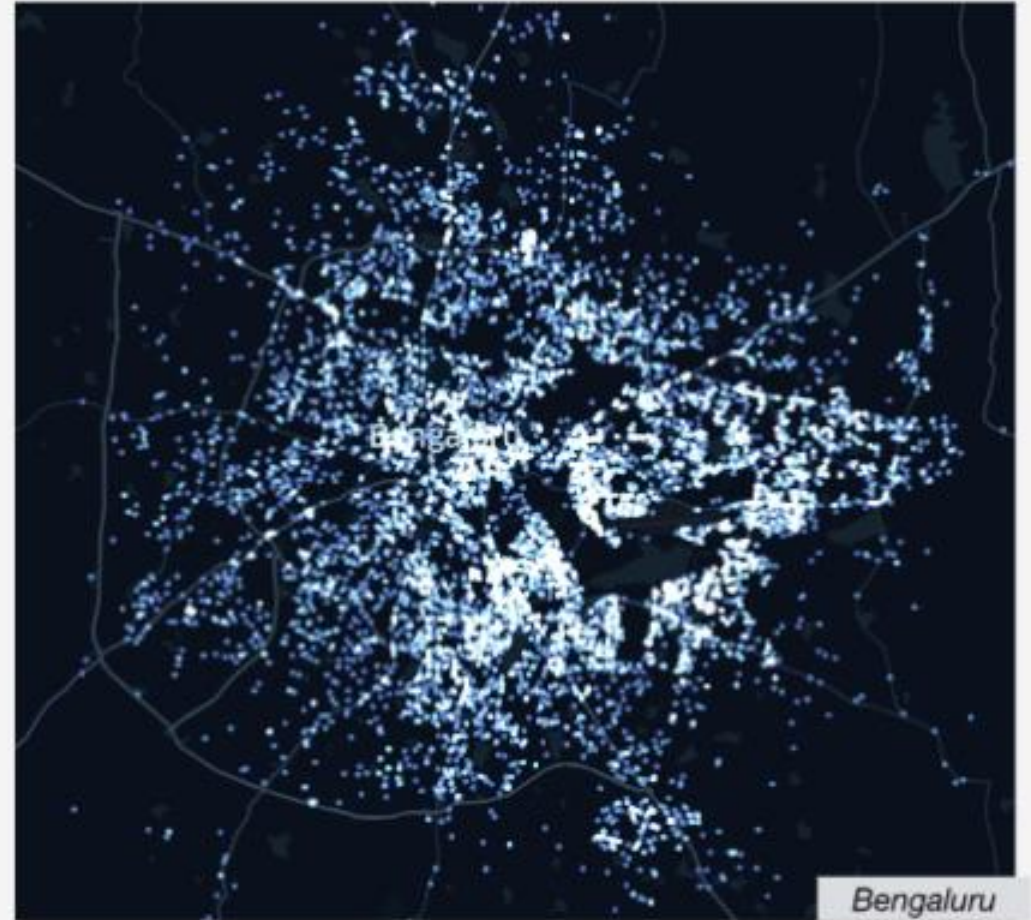**September – December 2018**

Uber

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.**

Bengaluru

Heatmap of requests for a campaign spanning the entire city.

Uber

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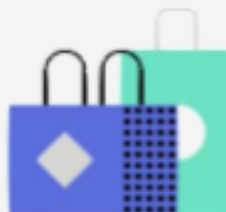
You no longer need to make trade-offs on which locations to take for your campaign, **the cars go everywhere**!

Residential Areas

Repeated exposure at prime residential localities

Corporate Parks

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

Malls / Cinemas

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

Airports

300,000+ weekly Uber rides at airports across India

Uber

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:

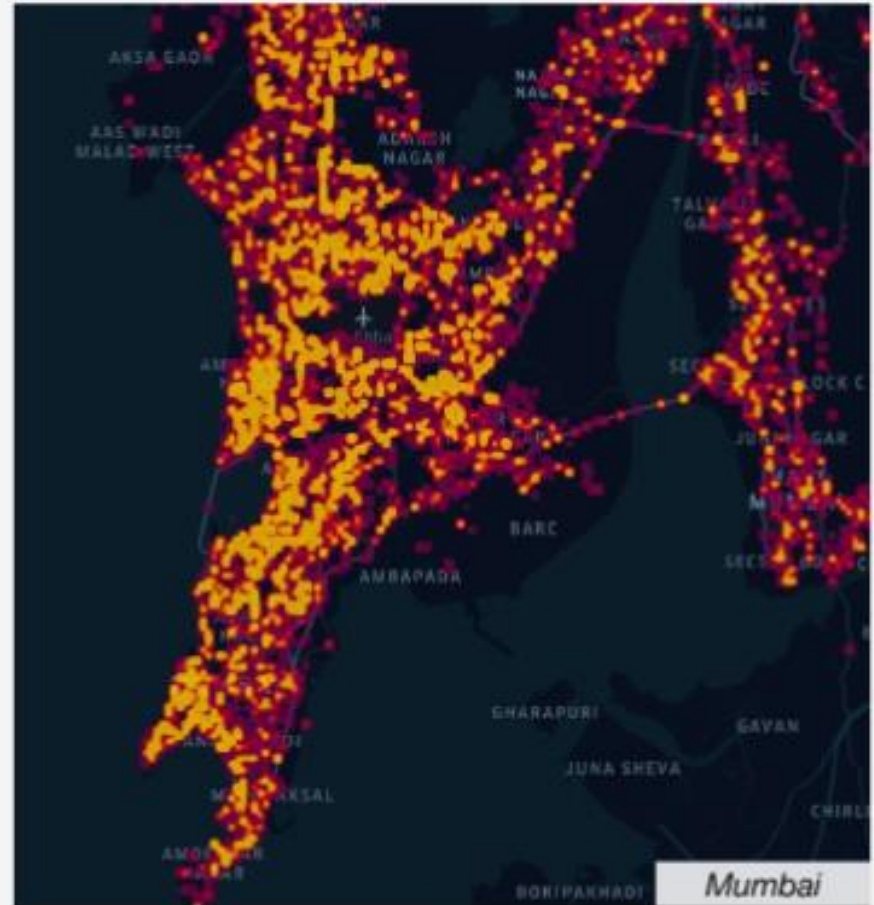| **Campaign**	**Duration**
City: Mumbai	Campaign: 1 month
Volume: 200 cars	Impression Time: 40k+ hours

Impressions	**Geo-Temporal**
Rider impressions: 150k+	Engagement: 15% Venue trips
Commuter Impressions: 20M+	Heatmap: Link

Mumbai

Representative values only. Actual values may vary.

Uber

Millennials

Business Travellers
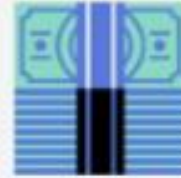
First Jobbers

Home Makers

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

Uber

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

amazon
bigbasket
GROFERS
shaadi.com
CARS24.com
bharat matrimony for happy marriages
droom
fabindia CELEBRATE INDIA

FMCG

Reckitt Benckiser
Dabur
MTR PURE AND PERFECT SINCE 1924
BEST

Appliances

DAIKIN
Haier
ZEBRONICS ALWAYS AHEAD
BLUE STAR

Finance

IDFC IDFC BANK
SBI
mastercard

Media

hindustantimes
BBC NEWS
DT NEXT
THE WEEK
TLC
STAR
colors viacom18

Others

SHYAM STEEL SHYAM TMT REBAR
Berger
Mahindra Lifespaces
SHARDA UNIVERSITY Beyond boundaries
n NIPPON PAINT

Uber

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.

1 Month

₹10 L

200 Moving Billboards

20 Million + Eyeballs

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

Uber

Why Ola?

Engage millions of paying users

OLA PLAY

- India's biggest cab aggregator; now expanding internationally
- Ola Play: in-car entertainment with undivided attention
- Ola Money: eWallet, Financial services, Driver Partner products, credit
- Reach millions of Ola users & co-passengers with digital Ads
- Reach millions of road users with external cab-branding

120+	150 M	50 M	18+ M	1 M
cities	road users	rides/month	customers	drivers

With superior customer targeting

in context

time of day	location	cab-type	income level	gender

devices & platforms

iOS	android	user mobile	tablet in Ola cab

custom cohorts

frequent fliers	outstation travelers	premium apartments	college students	working professionals

Welcome Screen in Cab

- Guaranteed attention
- Persistent content
- Min. 5-10s view time

Inventory: **6 Million**
Reach: **5-10 Million**
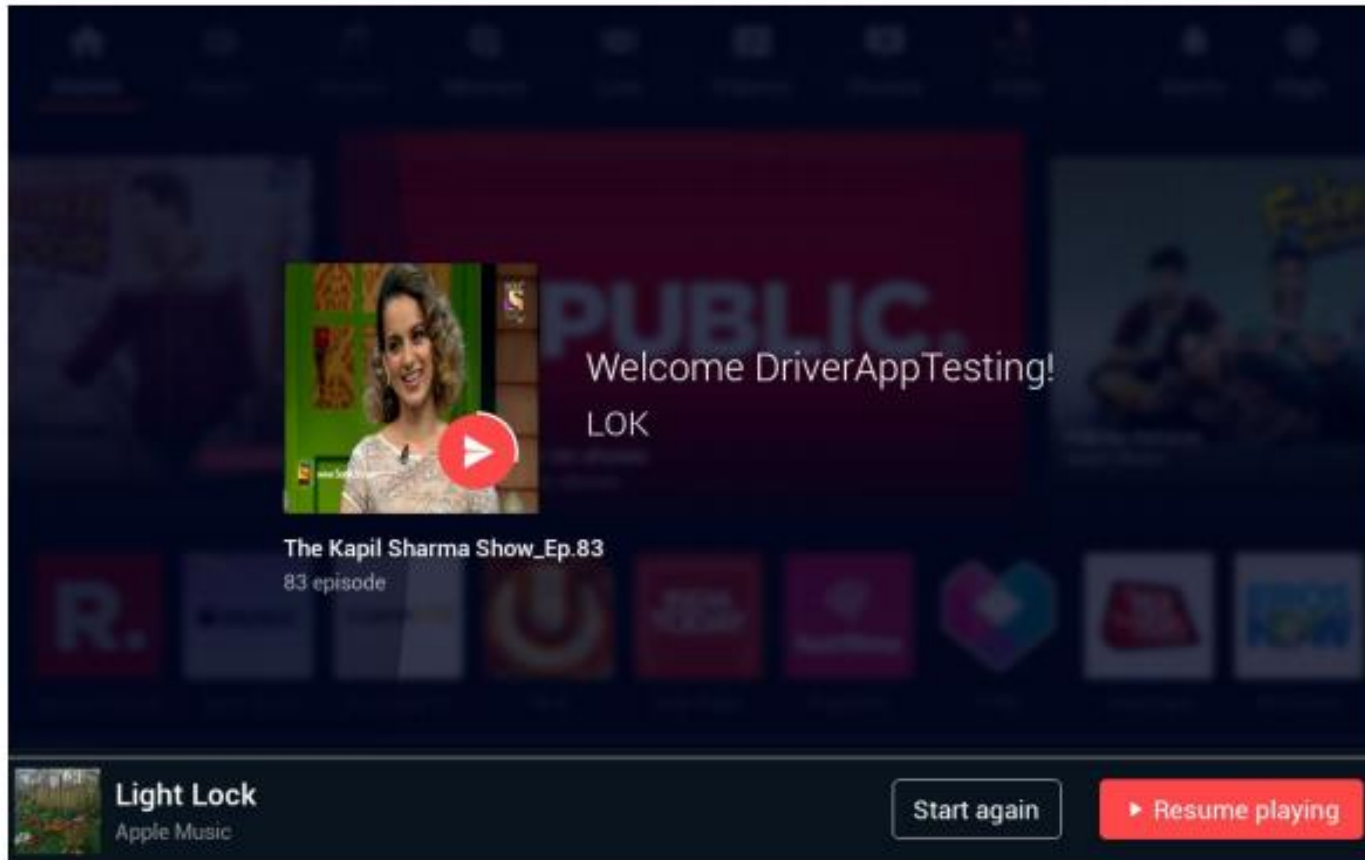CPM: **Rs. 700 - 1,500**

Welcome Greeting in Cab

- Guaranteed attention
- More immersive when combined with Welcome Screen Visual Ad

Inventory: **6 Million**
Reach: **5-10 Million**
CPM: **Rs. 350 - 800**

Auto-play Video in Cab

- Video plays automatically after Play screen starts

- No limit on content length

- Brands can collect video views, avg. play time, % of views skipped by users

- No CTA available currently

Inventory: **6 Million**
Reach: **5-10 Million**
CPM: **Rs. 1000 - 1,500**

Muted Video in Cab

- Guaranteed attention
- Non-intrusive
- 10s - 60s view time
- Max 3 ads in a ride

Inventory: **12 Million**
Reach: **15-25 Million**
CPM: **Rs. 700 - 1,500**

Banner Ads in Cab

- Show-stopper rendering
- Non-intrusive
- 10s - 30s view time
- Max 3 ads in a ride
- 10X bigger Ad Sizes

Inventory: **12 Million**
Reach: **15-25 Million**
CPM: **Rs. 500 - 1,000**
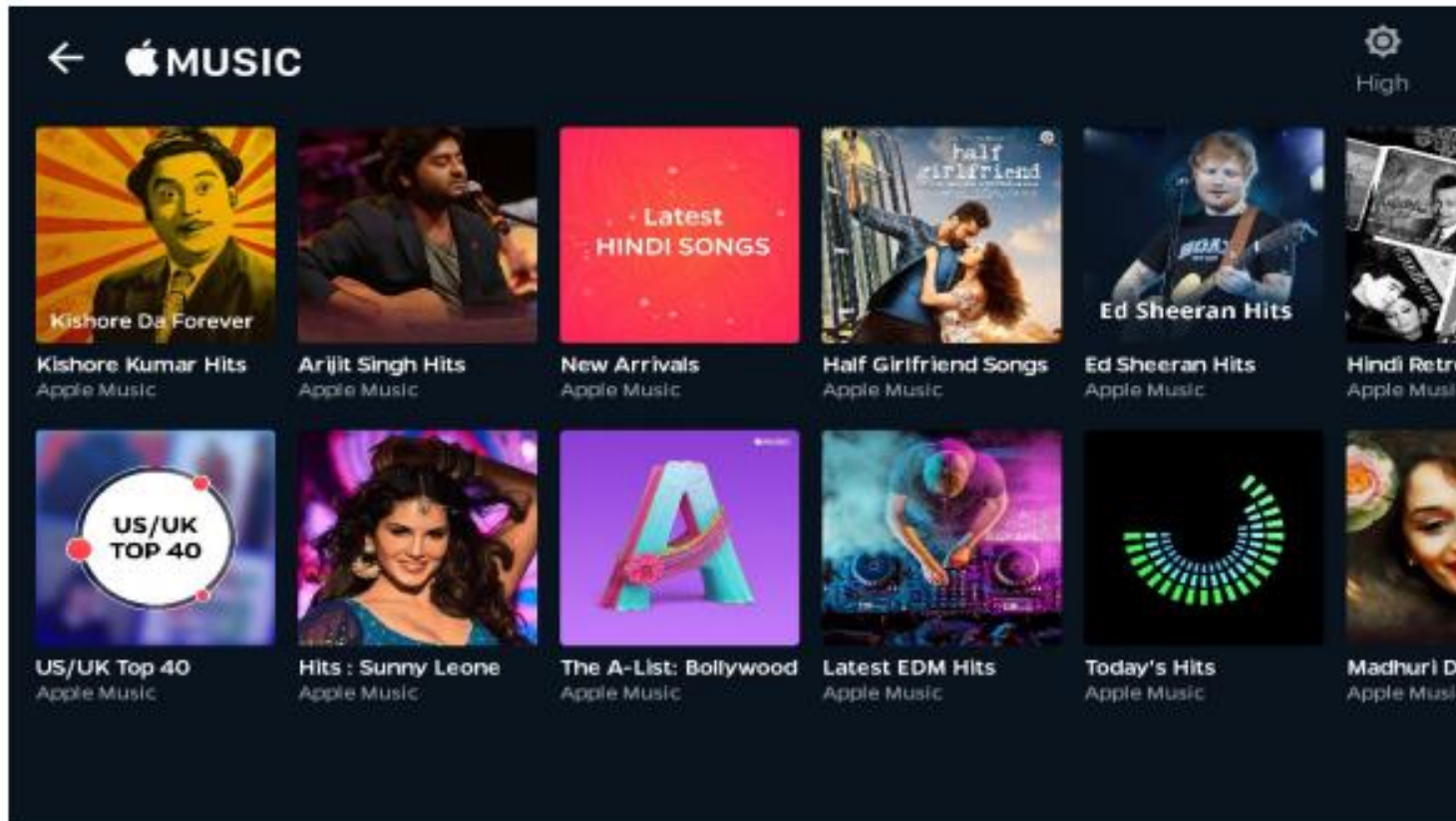
Micro-App/ Channel in Cab

- Showcase Channel
- Featured Channel
- Video + audio + Preview
- Offline, Live streaming
- All in one ⇒ Branding + Banner + Video + Lead

Inventory: --
Reach: 5-10 Million
Cost: Rs. 3 - 5 lakhs/day

Themed Playlists in Cab

- Align the songs with theme, brand, targets
- Strong brand recall

Inventory: --
Reach: **5-10 Million**
Cost: **Rs. 50k - 1 lakh/day**

Audio Ads in Cab

- Guaranteed attention
- Non-intrusive
- Strong brand recall
- Max 3 ads in a ride

Inventory: **12 Million**
Reach: **15-25 Million**
CPM: **Rs. 350 - 800**

Cube Cards in Cab

- Show-stopper rendering
- Non-intrusive
- 5s - 10s view time
- Max 3 ads in a ride

Inventory: **12 Million**
Reach: **15-25 Million**
CPM: **Rs. 500 - 1,000**

In-cab Promotion | Product Sampling

- Create active brand and product conversations
- Connect with *interested* audience after sampling
- Get feedback from sample users via Ola mobile app
- Low pilferage & wastage

Inventory: **7 lakh cars**
Reach: **50-150 Million**
Cost: **Rs. 1,250/car p.m. onwards**

Why Ola Platform?

OLA PLAY

CPGM v/s CPM

- Most Ad Platforms have more than 30% fraudulent clicks/views due to practices like clickbaiting, bots, opening ads outside user view, etc.

- Ola Ad Platform captures only genuine user impressions

- Typically, 1 CPGM = 1.5 CPM [assuming 32% CPM fake impressions]

- So, genuine impressions on Ola is 50% more than other Ad platforms

Lower Ad Density

- Ola Platform serves 3 Ads per hour v/s 30 Ads per hour in TV / Radio
- Lower Ad Density = better ad recall + superior ad experience for users

Some Examples of Mapping Cohorts to Brand needs...

OLA PLAY

Cohorts	Brands	Ad Properties
Metros, Male only	ESPN/ Park Avenue/ Garnier	Ola Play Screen-Banner Ads/Welcome Screen
Bangalore, Medium income level	CCD/Airtel/Lifestyle Stores	App-Banner or carousel Ad
High Frequency Airport travellers	HP/Apple/MMT	App-Banner or carousel Ad, Play Screen-Muted Videos
8 AM to 7 PM- Delhi Corporate Hubs	Van Heusen/ Loreal/ PhonePe	App-Banner or carousel Ad, Play Screen-Muted Videos, Audio greetings