

UBERSAFE

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OPEN THE DOOR TO SAFETY



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BRAND DESCRIPTION

The Uber application was founded in March 2009 by Travis Kalanick and Garrett Camp. These two men started with the simple idea of having a quick way to request a ride with a click on your phone. Since then, Uber has expanded its safety features including, calls with live agents, 911 calls, and the ability to share your Uber ride information with family and friends. It also provides you with driver reviews and ratings when choosing a ride in order for you to be able to trust and see for yourself who it is that will be picking you up.

The Uber logo, consisting of the word "Uber" in white sans-serif font on a black rounded rectangular background.

TARGET MARKET

The purpose of the app is to promote a safe and easy way for any individual trying to get from one destination to another, especially a target market of young adults and college students traveling alone to their loved ones. When you are on your own, you might not want to be a burden to someone and ask them to give you a ride or even go to the trouble of looking for another mode of transportation further away from you.



ADVERTISING OBJECTIVE

We want the advertising objective to revolve around arriving at a destination quickly and show that Uber drivers care for your safety. With the application, rides are searched in close proximity to where you are located so you do not have to wait long or have to walk to a different pick up stop. Hailing a cab or chasing down a car service on the street can be nerve-wracking, but with the Uber app it does not have to be.

THUMBNAIL SKETCH



The thumbnail sketch is an example of a static visual metaphor because it shows something unrealistic, but still getting the message across that Uber will get you home. In real life, inside the car isn't the inside of your home, but we want to show that Uber is the only thing in-between you and opening the door to your house. In the image we have a hand grabbing the door handle, like one has to to get into the Uber. It relates back to the overall safety of Uber because the idea that behind every Uber is a safe trip back to your residence. "Open the door home."

PITCH



For our pitch, the focus is on the point of view of the Uber driver. He, the driver, is a usual character that represents the safety of the company. Most people assume that traveling alone is dangerous, and as a result, there is a negative connotation associated with Uber. Our intention is to inform our audience that traveling solo does not have to be scary.

For our ad, we center on the life of the Uber driver. We claim the rider is safe with their driver, and throughout the pitch, we show the facts behind our claim.

First, the Uber driver is going to be playing with his kids at home. He is going to get an alert on his phone and get in the car. He is going to check and see whom he is picking up. He will look through his ratings and set up his Uber camera. He will accept the ride and go to pick up the rider. There is a shot of the rider looking at the Uber driver's picture while her driver pulls up, the driver stops and rolls down his window. The rider checks the license plate and then the driver confirms her name.

The rider is seen sharing her live location, a feature provided by Uber, with a friend.

Throughout the ad, there will be a voiceover done by the driver himself, explaining his life as an Uber driver. He affectionately talks about his wife and his kids, describes why he does this job, and explains how he loves ending the day by going home and telling his kids about all of the riders he met that day.

In the end, the driver goes home and does exactly what he talked about in the voiceover: He sits at the kitchen table laughing with his family about all of the funny riders he met that day. The pitch ends with a final voiceover: "Every day I am able to go to work knowing my family is safe. Every drive, every rider, and every day: I work with the dedication to get customers to their own homes, to their own families, safely"

Explanation: Our goal throughout the pitch is to showcase the safety features (underlined above) of Uber while also showing the Uber with his family and young kids to evoke an emotional appeal (pathos). By showing the Uber with his own loved ones, we are able to "humanize" the driver and remind consumers that the driver is also human and has a life like their own; especially since the safety concern around Uber is typically revolving around the consumer's safety with the driver. The pitch uses our continued theme of safety, but specifically from the perspective of the driver.

STORY

Following the idea that Uber is dedicated to getting you home safely, our story reminds our target audience of young adults why it is important to choose a safe option when traveling after drinking.

Stasis: The story begins with a golden retriever dog looking out the window of an empty house, as he watches his owner pull out of the driveway in a red car. The dog is surrounded by walls filled with wholesome pictures of him and his owner, a young man in his 20s, showing their good relationship.

Happy-go-lucky music plays in the background of clips of the dog rolling, playing with a ball, and chasing his tail, as he waits for his owner. Eventually, the dog gets tired of waiting and decides to break out of the house to find his owner. The dog begins to run freely through the town as the enthusiastic, but still happy, music continues to play. He runs through the neighborhood, waits at the crosswalk, travels through the subway, and literally jumps through hoops to get to his owner. At this point, the consumer is rooting for the dog to reach his owner. There are visible changes in the environment (street lights, the sunset, etc) to show the day passing by.



Stasis is disrupted: The music begins to get quiet and the atmosphere is solemn. The dog finally reaches a party venue, but the party seems to be over. The venue is primarily abandoned, aside from a few people cleaning up plastic cups and alcohol bottles (establishing an environment where guests would be drinking). The dog runs to the parking lot where he sees his owner's red car, but the owner is nowhere in sight. The dog whimpers and begins his journey home in the dark. His mission seems to have ended in vain.

Stasis is restored: The dog enters the neighborhood and walks with his head down in the dark. We then hear the owner scream "Max!" repeatedly. The dog looks up and sees his owner on the driveway, worriedly looking for him. The dog runs to the owner, the happy music picks up again, and the owner explains while the dog is licking his face: "I took an Uber home a while ago and got so worried when I did not see you! Where did you go?"

The story ends with the headline. "Your loved ones want you home safely, and Uber is dedicated to doing just that. Make the safer choice and call an Uber."

Explanation: Our goal for this advertisement is to continue the theme of safety, but this time from the perspective of the loved one waiting for you at home. In our story, the loved one is a dog, specifically a golden retriever. In this advertisement, we consider the dog a usual character as the activities and depiction of the dog stay true to its animal nature. Golden retrievers are not only known to be family-oriented pets, but they also are one of the most popular dog breeds owned in the United States. By including a commonly owned pet instead of other family members, we are able to better reach our target audience of young adults, who are most likely living on their own. In addition, through the breed's family-orientated nature and the implication that the dog and owner are a family, a greater emotional connection is established.

MONTAGE

The focus of the montage is to showcase the ways Uber can get you to your destination in a safe and reliable manner. The montage features multiple quick scenes from a variety of stories focusing on individuals using uber to reach a loved one. Each story highlights Uber's dedication to getting you to your destination safely, no matter what your circumstance is. The montage begins with all the people getting in the uber:

Scene 1 Part 1: A teary-eyed mom stands on the driveway of their home and waves goodbye as she sends off her young daughter to her college dorm in an Uber.

Scene 2 Part 1: A young business-woman schedules an uber at the airport and is nostalgically looking at the snow out of the car window, indicating The date is around the holidays.

Scene 3 Part 1: A military troop member in his uniform is in an uber, looking at a picture of a young lady (his wife) and a toddler.

Scene 4 Part 1: Extremely drunk college student in a club stumbles into an Uber.

Scene 5 Part 1: Blind man gets in the car and asks the driver to go to the hospital.



Up to this point, there is no music playing. Instead, you can hear associated sounds from the activities each customer is doing (E.g. the sound of the suitcase rolling for the lady at the airport, the loud music at the club, or the clicking of the blind-man's walker stick as he gets in the car). The idea is to audibly showcase the drastically different situation each individual is in before they get in the uber.



MONTAGE

The montage finishes when the driver asks each individual where they are headed. They all in order respond with “home.” Sentimental music begins, showing how all these consumers are now connected in their wishes to be home with their loved ones.

In the end, all of the individuals reach their respective destinations and each situation shows a loved one at the end of the Uber drive happy to see them:

Scene 1 Part 2: The daughter runs to hug her new roommates and is seen laughing and taking pictures in their dorm.

Scene 2 Part 2: The young lady opens her house door and greets her aged parents, who are visibly too old to drive.

Scene 3 Part 2: The service member’s wife runs up to her husband and hugs him. The photo of the toddler is still seen in his hand while he hugs her and he is then greeted by his now school-aged son (the child in the picture). The family is seen hugging and happy to be reunited.

Scene 4 Part 2: The drunk student stumbles into his very quiet house, where his small kitten comes to his feet and meows affectionately. The student apologizes for being late and gives the kitten food with a sweet smile.

Scene 5 Part 2: The blind man enters the hospital to see his sister who has just had a baby. He caresses the newborn baby’s face and cries.

The montage is a dynamic media execution with a story variation. Each scene revolves around the individual characters’ stories and journeys to the destination they consider their home. All characters in the story; the individuals, Uber driver, and “loved-ones” at home; are usual characters to emphasize that getting you home safely is not just a saying, but a realistic commitment from Uber. Using the driver as the voice-over helps us keep that continued theme of humanizing the driver, as proposed in our pitch.

While the focus of our pitch was the driver himself, the pitch features the same consumers shown in the montage to establish continuity in the advertisements. In the same sense, our story focuses on the loved one who is waiting for you at the end of the drive (the dog searching for his owner). Together with the pitch, story, and montage, we are able to display the Uber experience from three different perspectives.



IMMERSIVE INSTALLATION

For Uber's immersive installation, the idea is a virtual reality (VR) simulation of drunk driving. It would be placed in the center of a college's downtown bar scene in the late afternoon (around 5-8 PM) before many have had the chance to drink. The idea is to demonstrate to the town's public, specifically the target audience of young adults and college students, how even just a few drinks can impair one's driving.

The form of the simulation would be a stationary car in the middle of the downtown, with a screen at the front of the car in place of the windshield. The car would be black with the Uber logo (in white) placed along the side. Participants would be asked by a worker at the simulation how many drinks they believe they can have and still safely drive. The number of drinks would determine the "level" that the simulation would be set to.

Participants, ideally college students and young adults, would get in the parked car and see the screen. The screen would present a regular, "moving" road to simulate driving. Suddenly, a pedestrian would walk out in the road or another car would brake abruptly ahead. The higher level of the VR would cause an increasingly slower notice time and blurrier view of the vehicle or pedestrian. The participant would be able to hit the brake to attempt to either save the pedestrian or the other car (and ultimately himself or herself), but the increased blurriness and slower notice would result in a delayed hit of the brake, causing the participant to notice how their attention and actions can be delayed even after just a few drinks. If the participant does not hit the brake fast or hard enough, which would occur more frequently as the simulation reaches higher levels, the participant would notice how dangerously close he or she gets to hitting the pedestrian or the car ahead.

The second part of the simulation would involve the participant moving to the backseat of the parked car. The worker of the simulation would introduce a real Uber driver to the participant and the Uber driver would take the front seat. The screen would be the same level of blurriness and delayed notice as when the participant was in the front seat, but the Uber driver would hit the brake at the perfect time to demonstrate the safety of Uber (the Uber driver would be trained before for the simulation so they could hit the brake at the perfect time, even when the screen is blurry). For the entirety of the short "drive," the Uber driver would make casual "small talk" to highlight the friendly and interpersonal nature of Uber and its drivers.



IMMERSIVE INSTALLATION

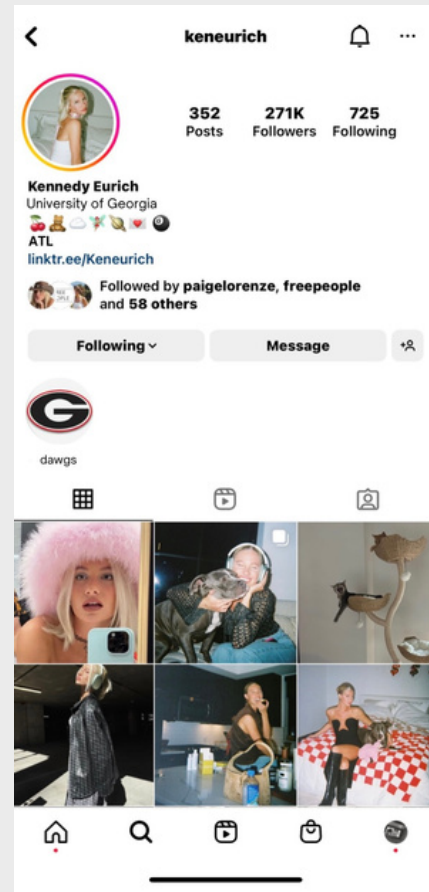
At the end of the simulation a QR code would appear on the screen. A link to the Uber app would be connected to the code, and below the code it would say "Get Home Safe, Call an Uber." If participants sign up for the app, they get one free ride (tip for driver not included).

This simulation connects to everyday experience because many people, especially college students and young adults, sincerely believe that if they have just had a few drinks they are sober enough to drive. Or, many may believe that drunk driving is their only option; it's too far to walk and none of their friends are willing to drive them. However the simulation will alert the audience, while they are sober, to just how few drinks can affect one's driving abilities and to how much safer it is to have a sober ride home. This campaign will encourage young people to make safe decisions later that night and in future nights out and to call an Uber rather than unsafely drive home after drinking.

This campaign can be shared virally through Uber's TikTok and Instagram. Young adults are very involved with social media, so even if they do not directly participate in the Immersive Installation they can see it online. The end of the TikTok, as well as the Instagram post or story, can also contain a link to download the Uber app. For the actual videos, they would feature the actual process of the Immersive Installation and highlight the delayed reactions. Additionally, they would capture interviews of the participants, discussing their shock at how much more delayed their minds and actions were in the simulation when they were "drunk" rather than completely sober. The participants would also talk about how much safer they felt when the Uber driver took the wheel. The end of the video will show participants being asked "So how are you getting home tonight?" The responses would ideally be something like "definitely calling an Uber. . . I'm a much worse driver after drinking than I thought!"



INFLUENCER ADVERTISING



Uber has helped many students in the past so we chose a well known student from the University of Georgia with a distinguished reputation among fellow students and our local community to act as our Influencer. We chose Kennedy Eurich to be our influencer because of her popularity within the school and her connections with sororities since she is the president/leader of a Panhellenic sorority. Kennedy is also in many clubs like CHAARG that promotes healthy lifestyles and is an ambassador of the UGA mentor program. Outside of clubs and organizations, Kennedy is an avid UGA football fan and goes to the games to cheer on the dawgs and downtown to celebrate but knows when she or someone needs a ride and won't let someone be a danger to themselves or others. Kennedy has over 271,000 followers on instagram and with her character and platform, she has the ability to make a huge impact on others. Many people will find her opinions trustworthy and are more likely to choose Uber over other transportation services.

