

UBER

# Uber**VERSITY** Internship Competition

## Pitch Deck

*Presented by **Frank Talora***

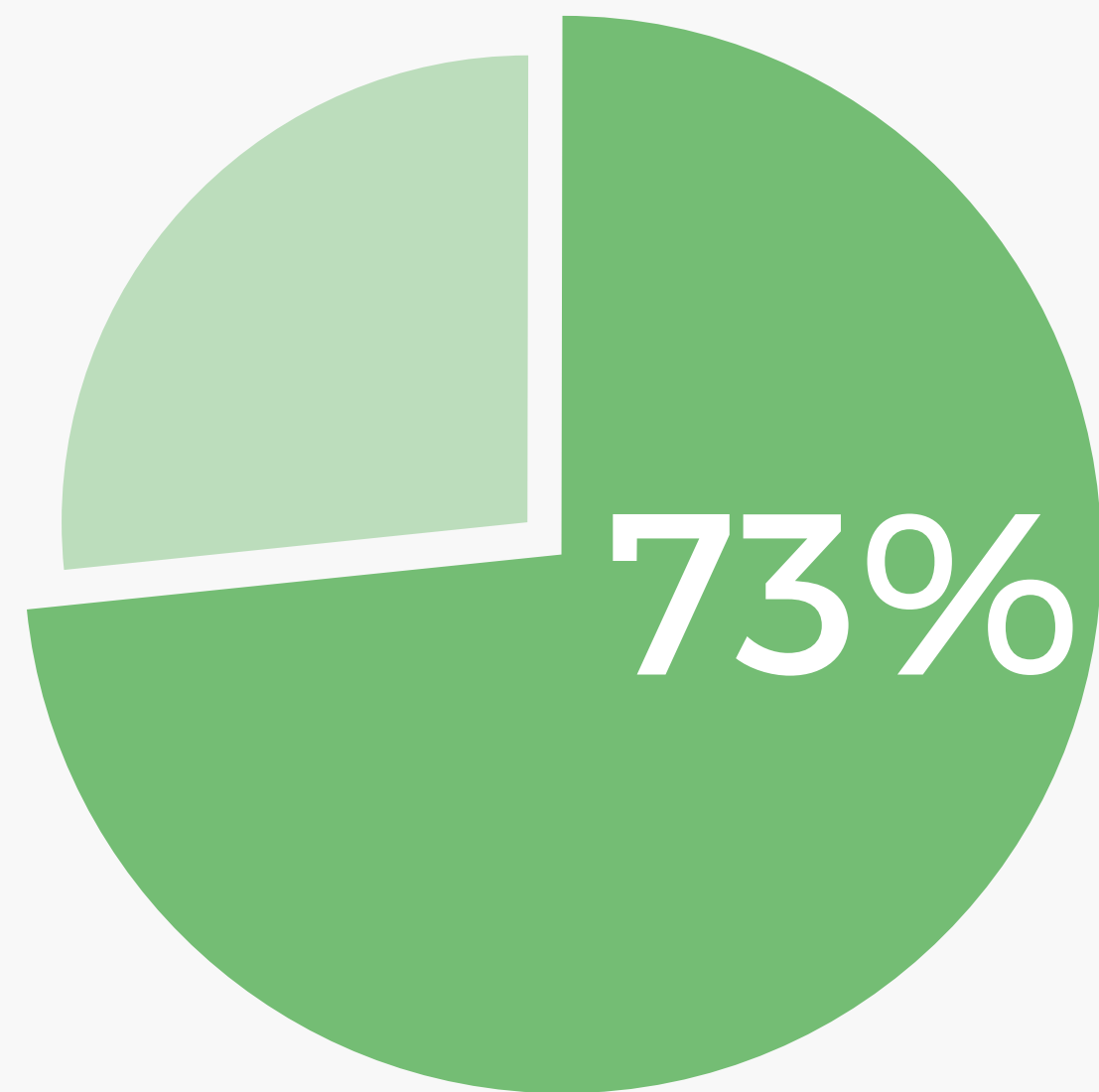
The Uber logo consists of a black square with the word "UBER" in white, uppercase, sans-serif font. This square is positioned on the left side of the slide, overlapping a green background with a repeating pattern of interlocking, rounded shapes.

UBER

Uber want to recruit more  
**university students** to drive  
for them in Brisbane



# So who are Brisbane university students?



of later-year students **work** for pay

**9%** spend **more than ten hours** per week **commuting**

**2/3**

Live below the poverty line

Main reasons for **dropping-out**:

- Boredom
- Stress
- Finances
- Commuting problems



So overall, **uni students** are...

Busy

Bored

&

Strapped for cash





So what do they want?

**They want...**

Cash

Fun

&

Something they can do in their spare time



A decorative blue geometric pattern consisting of overlapping triangles and lines, forming a complex lattice structure, is located on the left side of the slide.

This is where Uber comes in...

As Uber drivers, uni students can  
get **cash**  
in their **spare time**,  
whilst also having **fun**.

So, what does this mean for Uber?

And, why would uni students in  
Brisbane drive for Uber?

The answer?

**Coffee.**





Wait... **what?**



# Uber + coffee

= A match made in heaven.

- A unique, vibrant campaign that entices uni students in Brisbane to:

**DRIVE WITH UBER**  
*DRINK*

# But how will this campaign make students want to **drive** for Uber?

- It delivers the brand message
- Assures students as suitable Uber drivers
- Facilitates Brisbane uni students
- Unique platform for buzz marketing and getting the recruitment message across



# And how would this appeal to them?

The campaign taps into those wants and needs of students:

- **Affordable** + quality coffee
- Provides them with a **fun** and vibrant atmosphere
- Promotes the **main benefits** of driving for Uber

And simply put... Students LOVE coffee.

Along with...

**Cash**

**Fun**

&

**Something they can do in their spare time,**

Students also ~~want~~ **need** coffee.



# Coffee is everywhere at universities. Students love coffee.



*Coffee is the most popular caffeinated product on campus.*

*Students are dependent on caffeine in order to perform at their best in multiple facets of their hectic lives, including classes, clubs, and internships.*



*Students turn to coffee for a pick-me-up somewhere between lectures, assignments, and tests.*

A vertical blue decorative bar on the left side of the slide, featuring a repeating geometric pattern of interlocking triangles and squares.

# Wait... so coffee would make students want to drive for Uber?

The **Uber Coffee campaign** will...

- Tap into student coffee culture
- Target the student community through vibrant campaigning
- Create buzz advertising through word-of-mouth
- Provide an innovative, unique platform for advertising
- Make students aware of the brand

# So it's all about **brand awareness**?



*Exactly!*

- Uber Coffee lets students know about recruitment opportunities
- Advertising will tap into the needs and wants of students
- Ambient advertising.





## What do students get out of it all?

Along with some great coffee, students will learn all about the benefits of driving with Uber.

- **Brand messaging** will tap into the needs and wants of students
- Creates **buzz** around **Uber Coffee**
- Spreads **brand awareness** to **Brisbane students**

*Uber car-sharing service: providing quality, affordable coffee on uni campuses*



So what could we do  
with a **\$10,000** budget?

You'd get a return on investment through selling coffee!

For **\$10,000...**

### Set up costs (per site)

Marquee	\$800
Shirts (x3)	\$120
Caps (x3)	\$60
Tear drop banners (x2)	\$500
A2 Posters (x20)	\$140
Coffee cart signage	\$350
<b>Total:</b>	<b>\$2000</b>

### Inventory costs (limited)

DL flyers (x500)	\$120
Printed napkins (x1000)	\$320
Coffee cup sleeves (x500)	\$600
<b>Total:</b>	<b>\$1030</b>

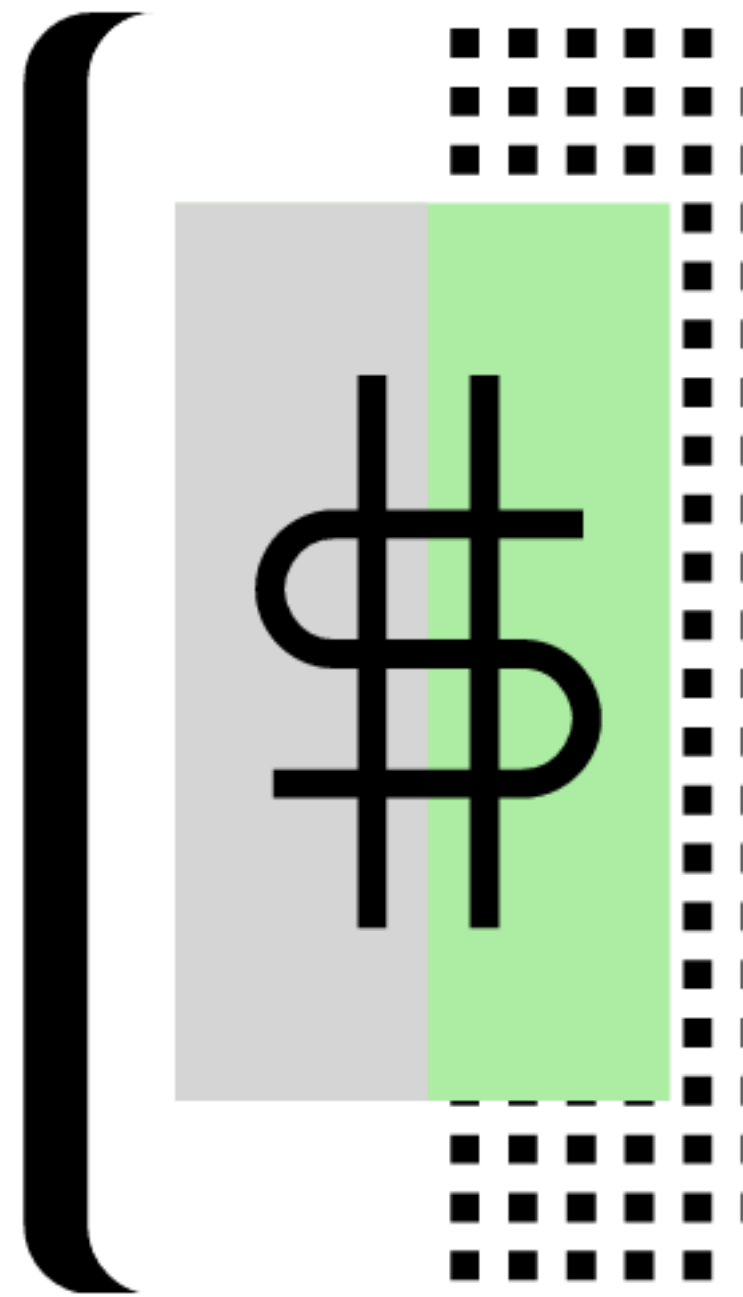
### Ongoing costs (per 8 hours)

Barista + cart + catering	\$700
Labour (x2)	\$300
<b>Total:</b>	<b>\$1000</b>

**\$10,000 = 5-6 days (approx.)**

✓ Launch day on site = \$4,030

✓ Subsequent days = \$1000 (excl. inventory costs)



And what could we do  
with a **\$100,000** budget?

# Option 1: Extended promotion

**\$100,000 = approx. 90 days of campaigning**

Extend the campaign over approximately:

- a) 4.5 months (every working day)
- b) 7.5 months (three times per week)
- c) 9 months (twice per week)



# Option 2: A fully catered coffee van

## \$100,000 = Ongoing campaigning

### Set up costs (plus inventory)

Fully equipped van	\$35,000
Coffee machine + installation	\$8,000
Promotional material	\$2,000
Inventory costs (limited)	\$1030
<b>Total:</b>	<b>\$43,000</b>

### Ongoing costs (per day)

Labour (x3)	\$450
Catering (coffee, milk, etc.)	\$50
<b>Total:</b>	<b>\$500</b>

You'd get a return on investment through selling coffee!

# Option 3: Media campaign plus extended promotion

**Media plan:**

Set up costs	Payment plan	
Social media	Promoted posts, CPC, etc.	\$300
Bus shelters	Per site (x3)	\$1,130
Billboards (megaside, portrait, x2 petrol pump TV)	Per panel weekly	\$2,120
Radio (Cost-per-spot = \$200-\$220)	15 spots over three channels	\$3,150
<b>Weekly total:</b>		<b>\$6,700</b>

**\$100,000 =**

Weekly media plan (\$6,700)  
+ campaign (one day per week)

**= 10-11 weeks**  
of brand awareness

# How about social media?

**Uber**  
19 August at 09:10 · 🌐

We're pleased to announce our special launch of Uber Coffee!

Look for our coffee carts at universities around Brisbane, to get yourself some top quality coffee before exam time.

And we're also giving away free coffee to Uber drivers, so don't miss out!

[t.uber.com/ubercoffee](https://t.uber.com/ubercoffee)



The graphic features a large black coffee cup with 'UBER ~COFFEE~' on the side. To its right is a black flag on a stand with 'UBER ~COFFEE~' written vertically. Further right is a black coffee cart with a green awning, a sign that says 'DRIVE WITH UBER DRINK', and 'UBER ~COFFEE~' on the front. The background is a light blue geometric pattern.

👍 Like    💬 Comment    ➦ Share

👍❤️👹 198    Top comments ▾

*#ubercoffee*



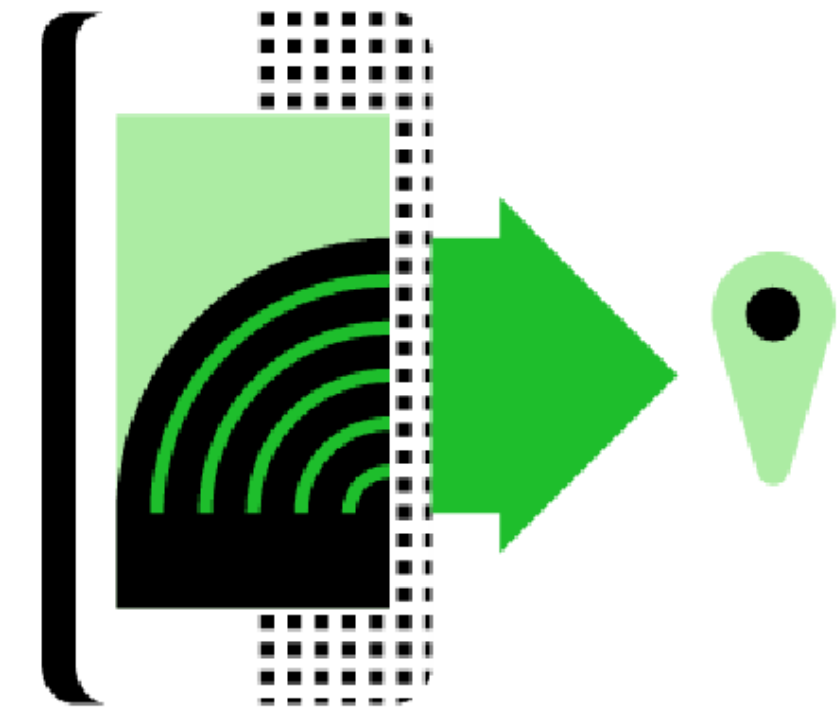
# Hmm... maybe **Uber Coffee** could work after all!



- Effectively targets uni students in Brisbane.
- Targets the student coffee culture.
- Appeals to their needs and wants.



- Fun, vibrant, and unique platform for advertising and promotion.
- Generates buzz and word-of-mouth
- Focuses on brand awareness
- Flexible budget



- Facilitates the audience to Brisbane uni students
- Adapted to coffee trends and vibrant campus culture
- Campaign advertising can be easily expanded upon
- Unique and innovative idea

Together, **Uber** and **coffee**  
are a match made in heaven!

Then let's...

~~DRIVE~~ WITH UBER

DRINK



Welcome to **Uber Coffee.**



Any Questions?

THANK YOU.



Created and presented by **Frank Talora**