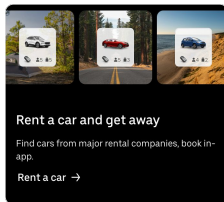


# Uber Rent

Rings

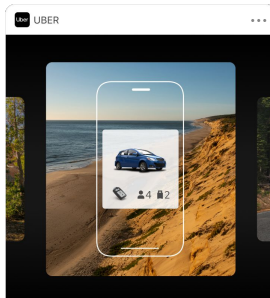


Rent a car and get away

Find cars from major rental companies, book in-app.

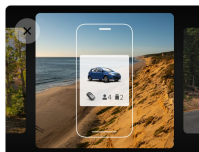
Rent a car →

Push



Rental cars, now on Uber  
Browse rental cars, book in-app, and escape routine.

Carbon inbox



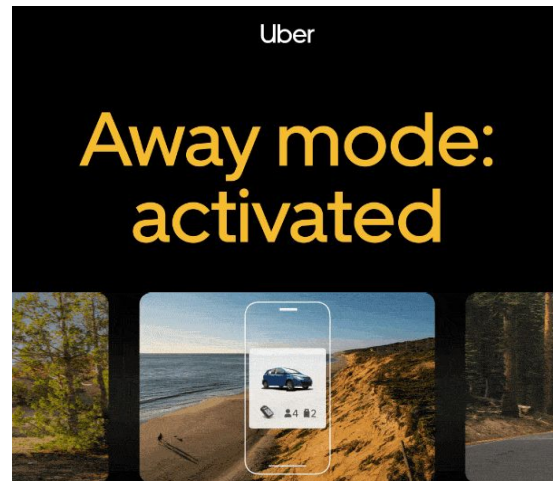
Rent a car

Reimagine weekends with Uber Rent.

- Browse major rental companies
- Find free cancellation options
- Book weeks or even a day ahead

Try Uber Rent →

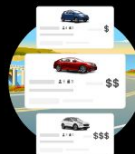
Email



Escape routine and explore with rental cars, now on Uber

Add more possibilities to weekend plans, even if last minute is more your speed. Rent a car from major companies, pause your devices, and hit the open road.

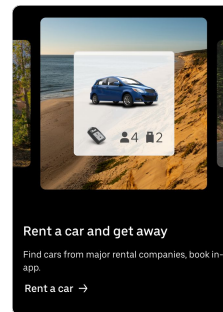
Rent a car →



Find the right wheels at the right price

Instantly compare options from major car rental companies. You can choose extras like a toll pass or car seat.

Rings



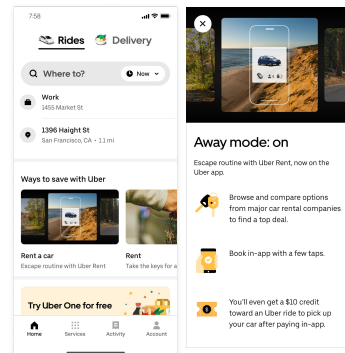
Rent a car and get away

Find cars from major rental companies, book in-app.

Rent a car →

Animations

Merchandising carousel



Away mode: on

Escape routine with Uber Rent, now on the Uber app.

Browse and compare options from major car rental companies to find a top deal.

Book in-app with a few taps.

You'll even get a \$10 credit toward an Uber ride to pick up your car after paying in-app.

## THE ASK

Get existing riders who don't have weekend plans to try Uber Rent by showcasing ease of kickstarting plans.

## THE DETAILS

A wonderful kickoff, a clear vision, and a concepting round focused on wanderlust helped inspire a campaign that challenged users to live weekends to the fullest.

# Earners Achievement

## Birthday & Milestones

### THE ASK

Get earners to feel seen and appreciated by Uber by recognizing their hard work and personal achievements, such as birthdays, Ubersversaries, and big mile(age)stones.

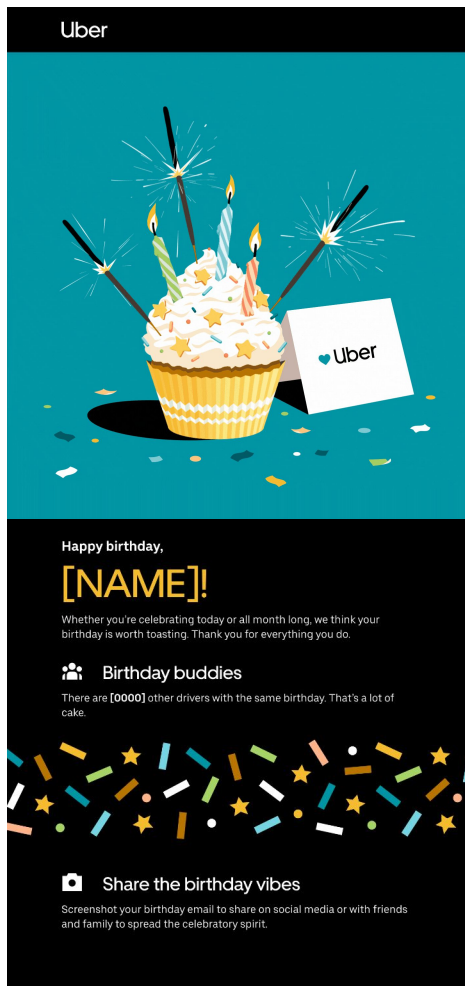
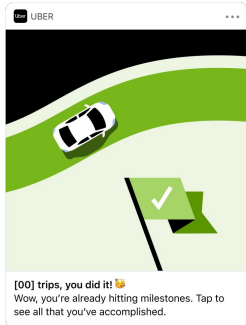
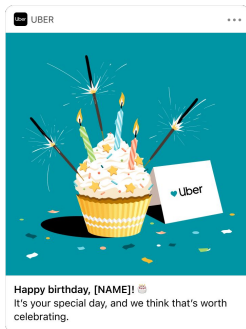
### THE DETAILS

We collaborated with Uber across a high-exploration conceiving round to strike the right celebratory chord, with assets that can easily be customized before deployment. Here are just a few examples.

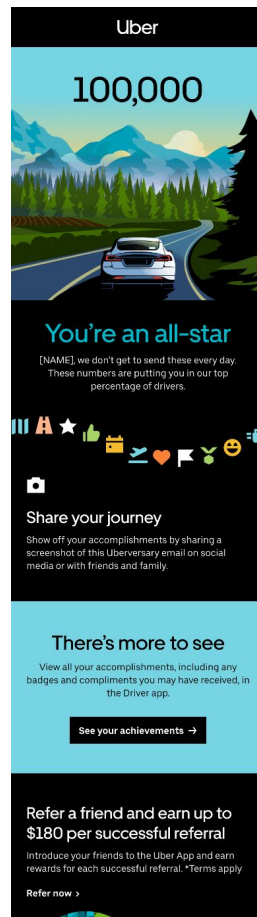
Illustration

Animation

Push



Email



Carbon inbox



Look at you go, [NAME]

[00] trips so far

Your accomplishments speak for themselves. See your journey with Uber so far.

🎉 [00] trips  
New badge achieved

📍 [CITY NAME]  
Your top city

📅 [000 DAYS]  
Days since your first trip



🏁 [MILESTONE]  
Next trip milestone

# Earners Achievement

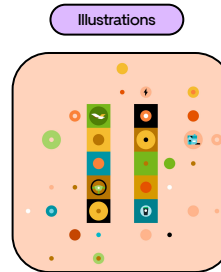
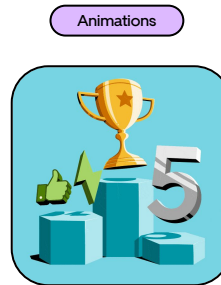
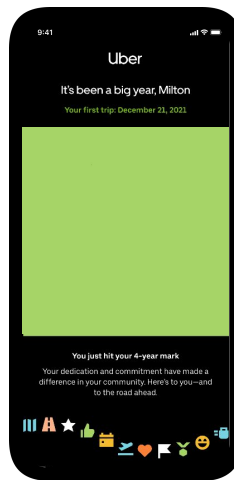
## Uberversary

### THE ASK

Get earners to feel seen and appreciated by Uber by recognizing their hard work and personal achievements, such as birthdays, Uberversaries, and big mile(age)stones.

### THE DETAILS

We collaborated with Uber across a high-exploration conceiving round to strike the right celebratory chord, with assets that can easily be customized before deployment. Here are just a few examples.



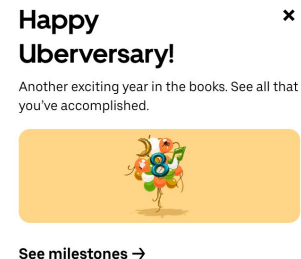
Jumbotron

Email

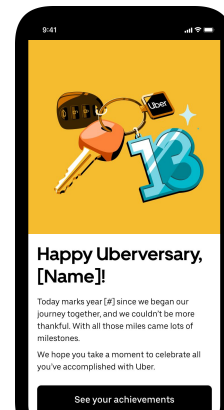
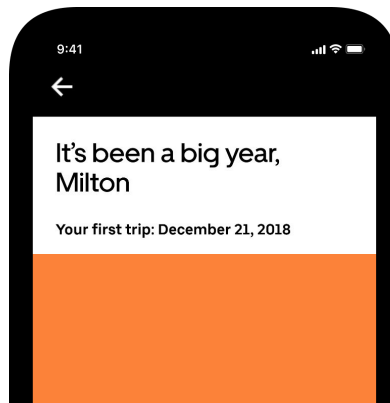
FSTOs

Get earners to feel seen and appreciated by Uber by recognizing their hard work and personal achievements, such as birthdays, Uberversaries, and big mile(age)stones.

We collaborated with Uber across a high-exploration conceiving round to strike the right celebratory chord, with assets that can easily be customized before deployment. Here are just a few examples.



Carbon Inbox



# Taxi Coalesced Experience

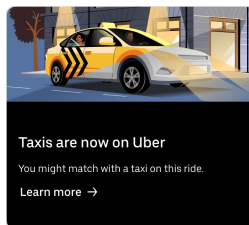
## THE ASK

Get active Uber riders to feel at ease and prepared to take a trip in taxi vehicles on Uber trips by being transparent about the change and educating them about the benefits of taxis' inclusion in Uber products.

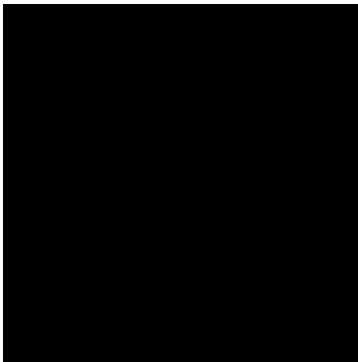
## THE DETAILS

Custom illustrative elements, blended with direct, reassuring copy, enlightened audiences to the surprising new partnership with local taxi providers.

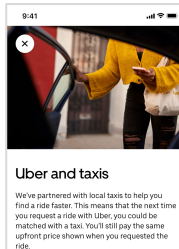
Rings



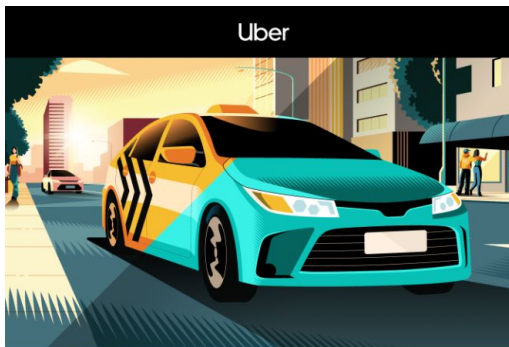
Social GIF



uCraft



Emails



## New look, same seamless service

We've partnered with local taxis to help you find a ride faster, at no extra cost. Now, when you request a ride with Uber, you may match with a taxi. But don't worry—you'll still enjoy your usual Uber experience and the convenience of paying in the app.

[Request a ride →](#)

### The same reliable features

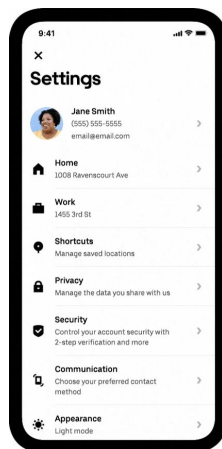
If you're matched with a taxi, you'll still get upfront pricing, have access to safety features, and be able to pay and tip right in the app.



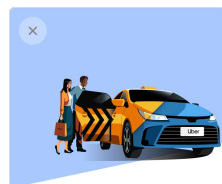
### A familiar pickup experience

The app will alert you if you match with a taxi, so you'll know what vehicle to expect. If you prefer to opt out, you can adjust your taxi preference in the app.

Product GIF



Interstitials



## You decide how you ride

We've partnered with local taxis to improve your experience.

Adding this new ride option makes more drivers available and can mean faster

# Seasonal Toolkits

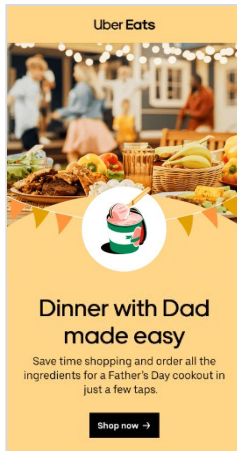
## THE ASK

Get active eaters, who have not placed a New Verticals order to shop seasonally relevant essentials, groceries, and gifts by highlighting the convenience and speed of shopping on Uber Eats with relevant, curated selection.

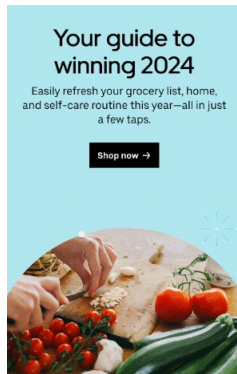
## THE DETAILS

Subtle animations breathed life into illustrations, accompanied by copy with a seasonal flair across a variety of moments, including Easter, St. Patrick's Day, New Year's Eve, and more.

Emails



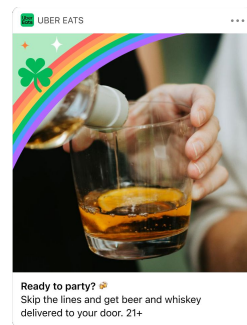
Animations



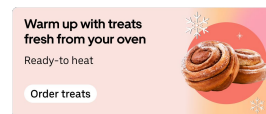
Uber Eats



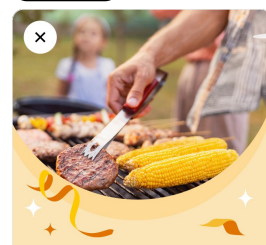
Push



Billboards




Interstitials



# Paris Olympics

Emails

Uber



**Get excited, and get ready for Paris**

We know it will be a busy time in Paris, so here are a few tips and tricks to help you plan for a smooth trip.

**Know your zone**  
Check to see if your trips will be inside one of the security perimeters. You may need to present necessary documentation, such as an official event ticket, [Pass Jeux](#) or QR code. You can use the Uber app to request rides in all zones. Designated rideshare pickup and dropoff areas will be located a short distance from most event sites.

**Be flexible**  
Travel within Paris can be unpredictable, so stay flexible. For extra peace of mind, you can schedule your ride ahead of time with [Uber Reserve](#).

**Give yourself extra time**  
Remember that there will be road closures and traffic delays. You may want to leave early or during off-peak hours to avoid crowds.


## THE ASK

Get riders in Paris for the Olympic games to use Uber for their transportation needs across Paris/France by sharing timely tips and products Uber offers when riders are planning their trip.

## THE DETAILS

Content would serve as a travelogue of sorts, prompting users to consider their plans, and how Uber can help make their overseas trip even more delightful.

Uber



**Plan for a winning trip in Paris**

Ready for your upcoming trip to Paris? The Uber app can help you get around with ease so you can see more sights with less stress—and make the most of your time abroad.

[Get travel tips →](#)


**Learn more about Uber in Paris**

We're making it easier than ever for you to plan your travels. Just tap **Where to?** in the Uber app and add any location to get a sense of the average wait time and ride price.

[Plan your trip >](#)


**Request rides in advance**

You've earned this trip, so leave



Push

UBER




Welcome to Paris 🇫🇷  
Get around with ease and try new experiences with Uber. Tap to learn more.

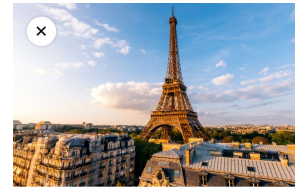
Rings

Welcome to Paris

[Learn more →](#)



uCraft



## Tips for getting around Paris

Here are a few tips to help you plan for a smooth trip during this busy time.

uCraft

Request rides in advance

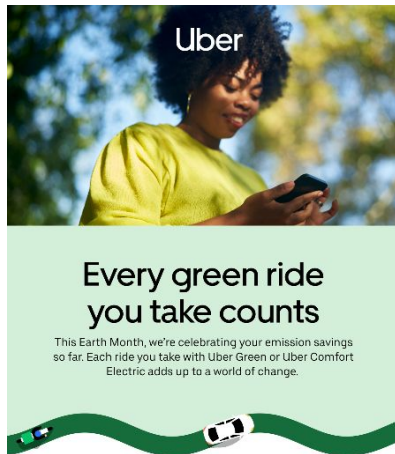
# Earth Day Toolkit

## THE ASK

Get riders to consider and choose sustainable products available in their region by highlighting the ease of choosing a sustainable ride option and impact they can make by choosing to go green.

## THE DETAILS

It's easy being green when you've got options. So we reminded users of Uber's sustainable choices, flanked by numbers contextualizing the difference riders are making every day.



# 37,134,000kg

### That's a lot of cross-country road trips

Riders in the US and Canada who've chosen to take lower-emission trips have helped avoid over 37 million kilograms of CO<sub>2</sub> emissions since 2021—that's equivalent to 37,674 road trips from Los Angeles to New York City.\*\*



### Check out your emission savings

To help you keep track of the difference you're making when you choose lower-emission rides, we now show your estimated CO<sub>2</sub> savings in the Account section of your Uber app.

[Learn more >](#)

Emails

### U.S. cities going the distance

Riders in Los Angeles avoided more carbon emissions than anyone else, with riders in San Francisco and Miami following close behind.



### Save on Comfort Electric

Uber One members can save 20% off 5 Comfort Electric trips in the U.S. and Canada through April 30 11:55pm local time. Max savings of \$10.\*\*

### Green rides at your fingertips

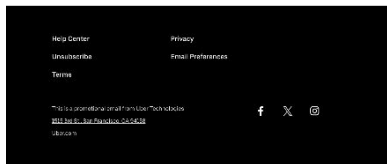


Products and features may vary by location. See the Uber app for availability. All figures are approximate and based on data from Jan-July 2023 through February 2024.

\*\*Offer only available for current Uber One members and eligible rides taken on a personal profile. Offer is marked with the Uber One icon. Maximum discount of \$10 per ride. Maximum of 5 rides per user valid every 30 days. Excludes: Express, April 30, 2024 at 11:55 PM. Discount does not apply to rush hours, government fees, tolls, or tips and cannot be combined with other offers or discounts. Not applicable when multiple valid promo codes, the promo with the highest savings will automatically apply to a rider's next trip. Offer is non-transferable. Offer and terms are subject to change.

Uber One 2x2 is also valid only for eligible rides marked with the Uber One icon. Other fees & taxes apply. Not for use on taxis, Uber Cabs, Uber Shuttle, Uber Pool, or Uber Savings. See our help page on the reduction to service fees. 6% Uber Cash reward after completion of eligible rides. Subject to change. View the Member's Membership. 2024.

To learn more about how Uber defines "zero-emissions ride," click here.



Carbon Feed

Earnings

### Thank you for going green

Connect your EV for ride requests within range. Terms apply.



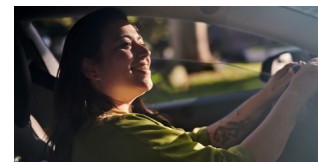
Ring

### This Earth Month, go green

See your impact →



Carbon Inbox



### Thanks for making the switch

We appreciate your commitment to offering zero-emission rides. To help make it even easier to drive an EV with Uber, we added some helpful features and exclusive savings.



# The Tune-Up

## THE ASK

Get active earners who do not feel respected to believe Uber acts on their feedback by adding channels to the Tune-Up to increase its impact.

## THE DETAILS

Uber truly takes the feedback of drivers into account, and we wanted to strike a tone that said “we’re listening” while unveiling new features designed to make their drive a little easier and more fulfilling.

### Emails

Uber  
Read on the web →

Summer 2024

## Making the Driver app better, together

[NAME], your feedback is helping us make the Driver app even better with new features and improvements.

**The latest features**

- Deliver confidently with detailed navigation**  
New updates to the map make handoffs even easier. Now, you'll see a label specifying the exact dropoff spots. In some cases, you'll also receive delivery instructions in your inbox with building entrances and nearby parking recommendations.
- Record trips for more peace of mind**  
Record My Ride allows drivers to record audio and video of their trips using their iOS phone. Built with privacy in mind, every recording is encrypted and stored locally unless you submit it for review.
- Use a bigger screen with Android Auto**  
Connect your device to your vehicle's display for a larger screen and a more comfortable navigation experience while you're on the road.

**Check surge on Apple CarPlay**  
We heard your feedback about adding more Driver app features to your vehicle's display. So, we've added surge areas to Apple CarPlay, enabling you to navigate to high-value areas more effectively, all from a larger screen.- Improved low-battery alerts**  
We're making tweaks to improve our battery alerts. Now, you'll receive streamlined notifications for both 25% and 15% battery levels, accessible from anywhere within the app.
- Navigate confidently with enhanced alerts**  
Get clearer turn-by-turn directions and alerts to help you navigate issues on the road. Time-saving routes can help you avoid roadwork, accidents, lane closures, and other congestion.
- Trends with your preferences in mind**  
We've updated Earnings Trends to help you make informed decisions about when and where to drive. Now, you'll only see trends based on your preferred ride or delivery options. We've also updated the colors for easier readability on the go.
- Easier browsing in Trip Radar**  
Trip Radar requests now show the route. If you have multiple requests, you can view the next request by swiping through it or tapping X. Primary offers will be tagged as "Exclusive" on screen.

**Using my car's display, I can focus more on the road than trying to juggle two screens and have a clearer picture of incoming offers.\*\***  
—Matthew E., Crew member

**But wait, there's more**

# CREW

### Make your voice truly heard

Uber Crews is a program where drivers and couriers collaborate with Uber to enhance the app experience with feedback from folks like you. Share your feedback on the app using the link below to help us understand how we can improve.

[Tell us what you think >](#)

[See our Spring 2024 edition](#)

[Read the update >](#)

### Learning guide card

### Featured

## New app features are here

Tap to see how your feedback is driving app improvements.

[Learn more](#)

### Carbon Inbox

Summer 2024

## Making the Driver app better, together

[NAME], your feedback is helping us make the Driver app even better with new features and improvements.

[Read on the web](#)

**The latest features**

- Deliver confidently with detailed navigation**  
New updates to the map make handoffs even easier. Now, you'll see a label specifying the exact dropoff spots. In some cases, you'll also receive delivery instructions in your inbox with building entrances and nearby parking recommendations.
- Record trips for more peace of mind**  
Record My Ride allows drivers to record audio and video of their trips using their iOS phone. Built with privacy in mind, every recording is encrypted and stored locally unless you submit it for review.
- Use a bigger screen with Android Auto**  
Connect your device to your vehicle's display for a larger screen and a more comfortable navigation experience while you're on the road.

### Deliver confidently with detailed navigation

New updates to the map make handoffs even easier. Now, you'll see a label specifying the exact dropoff spots. In some cases, you'll also receive delivery instructions in your inbox with building entrances and nearby parking recommendations.

### Feed card

Updates

### New features and updates

Tap to see how your feedback is shaping app improvements.

### Webpage

Uber

Past editions

## Improving the Driver app experience, together

[NAME], your feedback is helping us make the Driver app even better with new features and improvements.

[Read on the web](#)

**The latest features**

- Deliver confidently with detailed navigation**  
New updates to the map make handoffs even easier. Now, you'll see a label specifying the exact dropoff spots. In some cases, you'll also receive delivery instructions in your inbox with building entrances and nearby parking recommendations.
- Record trips for more peace of mind**  
Record My Ride allows drivers to record audio and video of their trips using their iOS phone. Built with privacy in mind, every recording is encrypted and stored locally unless you submit it for review.
- Use a bigger screen with Android Auto**  
Connect your device to your vehicle's display for a larger screen and a more comfortable navigation experience while you're on the road.



# Happy Hour

## THE ASK


Get deal-seeking, sporadic eaters with flexible appetites to order more during slow hours by showcasing Happy Hour Deals in and out of the app.

## THE DETAILS

Everyone loves to save, so with these assets, our goal was to infuse a little time-sensitive warmth in launching Happy Hour Deals.

Emails

Uber Eats




Happy hour offers on meals: 2-5pm daily

Score 25-50% off select eats between 2pm and 5pm every day.

[See today's offers →](#)

## Set your watch for savings

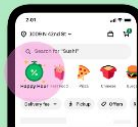
 Get 25-50% off something tasty, daily

With an always-changing lineup of mouth-watering restaurants, you'll be sure to find a deal you love.



## Where to find happy hour offers

Every day between 2pm and 5pm, look for the happy hour icon at the top of the app to find great deals on meals.



## See you for happy hour

[See today's offers →](#)

Happy hour deals available only at select restaurants from 2-5pm local time. Terms and conditions apply. Order minimum (before taxes and fees) and exclusions may apply depending on merchant. Offer expires xx/xx/xxxx. Taxes and fees still apply. Valid only at participating and qualifying restaurant locations. Cannot be combined. Offer and terms are subject to change or cancellation. See app for details and availability.

[Help Center](#)

[Unsubscribe](#)

[Terms](#)

[Privacy](#)


[Email Preferences](#)



This is a promotional email from Uber Technologies  
1515 3rd St., San Francisco, CA 94158  
[Uber.com](#)

Push

UBER EATS



Introducing happy hour 🍷  
Save 25-50% on select eats between 2-5 pm—every day. See today's offers.

Billboard & Genies

Happy hour is live: save 25-50% on select eats  
Daily from 2-5 PM

[See today's offers](#)



Email modules

Taking a late lunch? Enjoy 25-50% savings.

If you missed your chance to grab a lunchtime meal, we have you covered. Look for the happy hour icon in the app from 2-5pm for daily restaurant offers.

[See happy hour deals >](#)



# Shopper Batching

## THE ASK

Get existing shoppers who are looking to maximize their earnings to successfully complete Batched Shop & Pay orders by preparing them for how shopping for multiple orders will work through a clear, comprehensive, multi-touch campaign.

## THE DETAILS

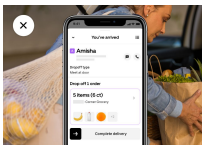
When couriers have the tools to succeed, everyone wins. We sought to strike an direct, inspirational tone that said “you’ve got this.”

Emails

Intro video



Learning carousel



Delivering each order

The app will show you the addresses for delivering each order, and you can choose to use the in-app navigation if you'd like. If you load bags grouped by the customer's name, it's easy to find the right orders when you deliver them.

A large banner for Uber. At the top, it says 'Uber' in white on a black background. Below that is an illustration of a person's hands holding a smartphone. The phone screen shows a list of two orders: 'Amisha' and 'Brandon', with a 'Shop 2 orders' button below them. To the right of the phone is a shopping cart filled with groceries. Below the illustration, the text reads 'Info for making your multi-order trips a success'. Underneath that is a sub-headline: 'Learn how other seasoned shoppers stay organized and save time shopping for multiple Shop & Pay orders.' A button labeled 'Learn the steps →' is positioned below the sub-headline. Further down, the section is titled 'Time-saving tips'. There are three circular icons, each with a tip: 1. 'Using bags or baskets can help you keep orders separate in your cart' with an icon of a shopping cart. 2. 'Pay attention to customer labels in the app' with an icon of a smartphone showing a customer label. 3. 'Label bags with each customer's name' with an icon of two shopping bags labeled 'A' and 'B'.

### Uber

## Info for making your multi-order trips a success

Learn how other seasoned shoppers stay organized and save time shopping for multiple Shop & Pay orders.

[Learn the steps →](#)

### Time-saving tips

**Using bags or baskets can help you keep orders separate in your cart**

Divide your cart with your own shopping bags or the store's baskets to keep orders separate and organize items as you shop.

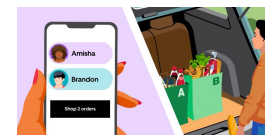
**Pay attention to customer labels in the app**

If an item is out of stock, labels for each customer can help ensure you're chatting with the right customer about replacements and avoid confusion.

**Label bags with each customer's name**

Bring a marker with you and label each bag to make it easy to quickly see which orders belong to which customer when you deliver them.

Carbon Inbox



Master multiple orders

We're sharing answers to commonly asked questions to set you up for success as you shop for multiple Shop & Pay orders.

[Learn the steps](#)

EQ

Where can I see how many orders are in my trip?

You'll see the number of orders per trip displayed on your offer card. Sometimes you'll get a request to add an order to a trip you've already accepted, and you can choose whether to accept the additional order.

IA

How can I tell which items are for which customers?

Each customer's items will be clearly labeled. To make shopping and checkout easier, you can filter your shopping list to show which items belong to which customer.

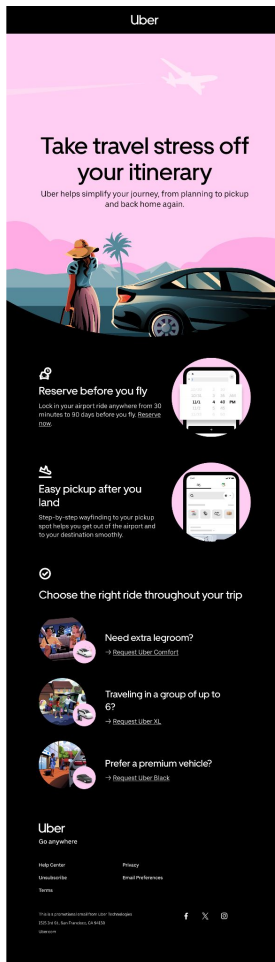
# Uber Airport Travel

## THE ASK

Get global travelers taking an airport trip to use products that make travel easier by reducing the cognitive load and aiding comprehension of which products to use and when.

## THE DETAILS

Uber has airport days covered, start to finish, so we developed comms that assure travelers (business, plus pleasure) that their needs are met every stage of the journey.



Uber

Take travel stress off your itinerary

Uber helps simplify your journey, from planning to pickup and back home again.

**Reserve before you fly**  
Lock in your airport ride anywhere from 30 minutes to 90 days before you fly. Reserve now.

**Easy pickup after you land**  
Step-by-step instructions to your pickup spot helps you get out of the airport and to your destination smoothly.

**Choose the right ride throughout your trip**

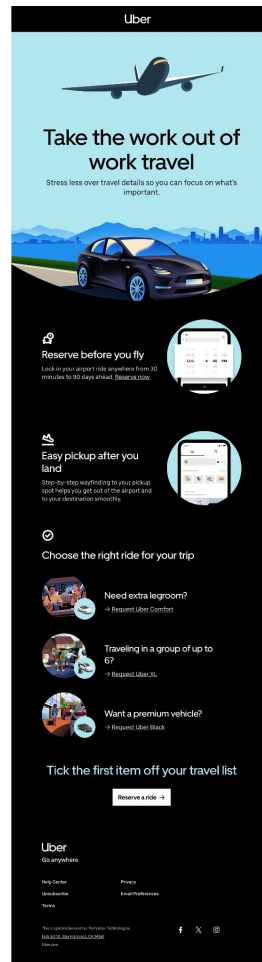
- Need extra legroom? → Request Uber Comfort
- Traveling in a group of up to 6? → Request Uber XL
- Prefer a premium vehicle? → Request Uber Black

Uber  
Go anywhere

Help Center Privacy  
Use/Abuse Error Performance

Terms

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Uber

Take the work out of work travel

Stress less over travel details so you can focus on what's important.

**Reserve before you fly**  
Lock in your airport ride anywhere from 30 minutes to 90 days ahead. [Basics](#)

**Easy pickup after you land**  
Step-by-step keyfinding to your pickup spot helps you get out of the airport and to your destination smoothly.

**Choose the right ride for your trip**

- Need extra legroom? → Request Uber Comfort
- Traveling in a group of up to 6? → Request Uber XL
- Want a premium vehicle? → Request Uber Black

Tick the first item off your travel list

[Reserve a ride →](#)

Uber  
Go anywhere

Help Center Privacy  
Use/Abuse Error Performance

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Email

# Father's Day Gifting

## THE ASK

Get global travelers taking an airport trip to use products that make travel easier by reducing the cognitive load and aiding comprehension of which products to use and when.

## THE DETAILS

Uber has airport days covered, start to finish, so we developed comms that assure travelers (business, plus pleasure) that their needs are met every stage of the journey.

Uber Eats



### Something for dads who want nothing

If Dad's short on specifics, send him a Father's Day gift that's good for just about anything: an Uber gift card. Cover his next luxury ride, free-driving delivery, or zesty cheese tray from the deli aisle.

[Send Dad a gift card →](#)

#### Dinner with a side of dad jokes

Power down the grill, because it's Dad's turn to cook. With an Uber gift card, he can order his favorite restaurant dish for delivery.

[Explore his options >](#)



#### Snacks, groceries, and much more

Melts from the deli aisle. Sweets from the corner store. His gift card covers it all, from groceries to convenience items.

[Browse local shops >](#)



#### Send an Uber gift card in seconds

Dad may be tough to read. But sending his gift couldn't be simpler, whether he's in the next room or a time zone away.

- Tap **Account**, then select **Send a gift**.
- Customize and purchase your gift card.
- Send your gift card with a personalized message for Dad.

[Customize yours >](#)



### Dad's day, his own way

[Send him a gift card →](#)

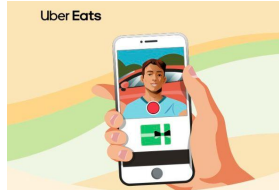
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### Lights. Camera. Dad.


This Father's Day, send Dad an Uber gift card complete with your own personal video message. It's the gift with heart that's good for rides, delicious bites, and so much more.

[Send Dad a gift card →](#)

#### Dinner with a side of dad jokes

Practice your punch lines and record a few laughs for his video gift card. He'll love the gesture and will be able to order from his favorite restaurant.


[Explore his options >](#)



#### Snacks, groceries, and much more

Sweets from the corner store. Fine cheeses from the deli aisle. His gift card covers it all, from groceries to convenience items.

[Browse local shops >](#)



#### Smile for the camera, tap send

Dad may be tough to read. But sending his gift couldn't be simpler, whether he's in the next room or a time zone away.

- Tap **Account**, then select **Send a gift**.
- Customize your gift card, then tap **Record video**.
- Send Dad his gift card and wait for smiles to roll in.

[Customize yours >](#)



### Gifting that's personal

[Send him a gift card →](#)

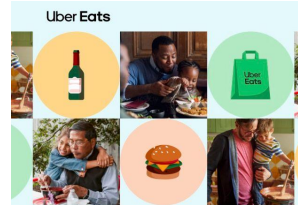
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Uber Eats



### Celebrate Dad's day his own special way

They come in many forms, but every dad is one of a kind. Add flavor to any Father's Day celebration by ordering dinner and drinks for the man who does it all.


Plus, if you're an Uber One member, you'll get \$0 Delivery Fee on eligible orders. Talk about Dad-approved.

[Order now →](#)

#### From your heart to his stomach

Set the table, share a laugh, and celebrate over Dad's favorite lunch, dinner, or dessert. His favorite go-to items are available for delivery in as little as an hour.


[Order eats >](#)



#### Raise a glass and celebrate together

Alcohol delivery is just a few taps away. So toast to the man with the plan, whether he's a whiskey guy, a beer drinker, or a would-be sommelier. (21+)

[Order alcohol >](#)



### Dad's day, Dad's menu. Your treat.

[Order now →](#)

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# Father's Day Gifting

**From your heart to Dad's stomach**

His faves, delivered

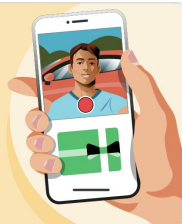
Order now →



**Send a video gift card for Dad's special day**

Just smile and send.

Customize yours →



**This Father's Day, grill and chill with Dad**

Just add beef.

Order groceries →



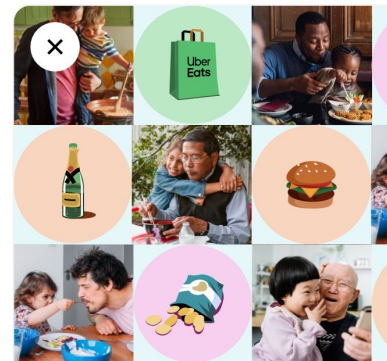
**Raise a glass and toast to all that Dad does**

Spirits and more (21+)

Order alcohol →



In-App Assets



**Celebrate with Dad's favorites, get \$XX off**

Treat Dad this Father's Day and save on \$YY+ delivery orders. Grab ingredients for summer BBQ, or toast with top-shelf drinks. Plus, Uber One members get \$0 Delivery Fee and more discounts.


Order now



No thanks

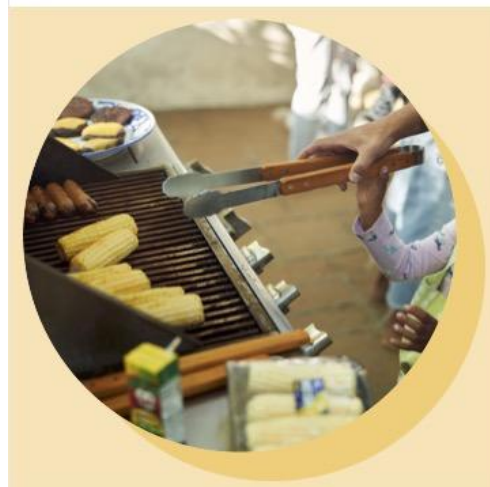
# Father's Day Gifting

Uber Eats UBER EATS



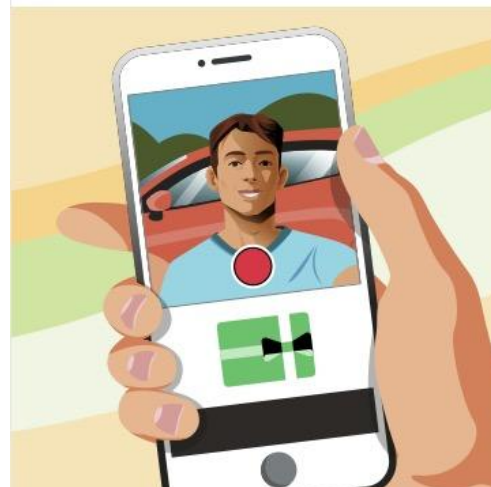
**Dad want "nothing"?**  
With an Uber gift card, he can get rides, eats, and more for Father's Day.

Uber Eats UBER EATS



**Smoked meats, meet Dad 🍖**  
Add flavor to Father's Day festivities with grill-ready groceries, takeout, and drinks.

Uber Eats UBER EATS



**Lights. Camera. Dad. 📹**  
Add a custom video message to an Uber gift card to make Dad's day as warm as it is tasty.

Push Notifications

# In-App Seasonal Assets (Long Weekends)

## THE ASK

Get global travelers taking an airport trip to use products that make travel easier by reducing the cognitive load and aiding comprehension of which products to use and when.

## THE DETAILS

Uber has airport days covered, start to finish, so we developed comms that assure travelers (business, plus pleasure) that their needs are met every stage of the journey.

### In-App Billboards

Make room for carry-on  
Learn more →



#### Don't cram the fam

Super-sized weekend getaways call for UberXL.  
Learn more →



#### Don't cram the fam

Super-sized weekend getaways call for UberXL.  
Learn more →



## Big weekend? Go UberXL.

- Seat up to 6, comfortably
- Vans and SUVs available
- More room for luggage

Reserve now →

### Lug that luggage

Learn more →



#### Make room for adventure

Load the family and lots of luggage with UberXL.  
Learn more →



#### Make room for adventure

Load the family and lots of luggage with UberXL.  
Learn more →

### In-App Interstitial

# In-App Seasonal Assets (Halloween)

In-App Interstitial



## Rides so easy, it's scary

Heading to a Halloween party? Request a ride that fits your plans—and your costume.



**UberXL**  
Make room for people and props in a spacious ride that seats 6.



**Uber Comfort**  
Itchy costume? Ride to the party in comfort and style.

Request a ride

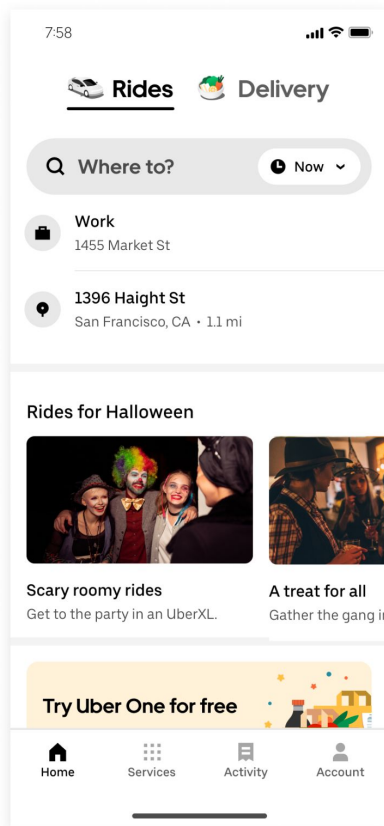
In-App Billboard

Scare up a ride

Learn more →



In-App Product Carousel





# In-App Seasonal Assets (Father's Day)



## Enjoy Dad's day, his way

Keep the focus on Dad, and celebrate Father's Day with an option that suits his style:



**Uber Reserve**  
Plan ahead, secure a price, and give Dad time to prep.



**Uber Black**  
Elevate the festivities with a ride in a premium car or SUV.



**Uber Comfort**  
Treat him to a comfy ride in a newer, more spacious car.

[Request a ride](#)

\*Offer availability varies by city.

### In-App Billboards

The ride for VIP dads  
[Learn more →](#)



### In-App Interstitial

First-class rides for Dad  
[Learn more →](#)



**Celebrate Dad in style**

First-class Father's Days start with Uber Black.

[Learn more →](#)



**Celebrate Dad in style**

First-class Father's Days start with Uber Black.

[Learn more →](#)



**A ride as special as Dad**

Request a premium Uber Black for Father's Day.

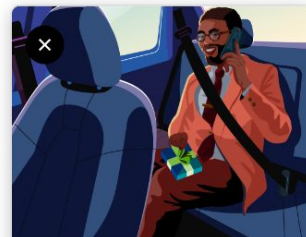
[Learn more →](#)



**A ride as special as Dad**

Request a premium Uber Black for Father's Day.

[Learn more →](#)



## Dad deserves Uber Black

- Celebrate Dad in a premium vehicle
- Treat him to top-rated drivers
- Access premium support

[Learn more →](#)

### In-App Interstitial