

# UBER SHARES THE RIDE WITH DIRECT MAIL

Uber chose direct mail to reward drivers and put attractive offers in the hands of prospective riders.

Uber has upended the taxi industry and become a global phenomenon because of its convenience and affordability. The digital rideshare service markets itself as faster, cheaper and better than taking a cab. Its continued success depends on growth, while keeping current customers and drivers happy. Unconventionally, app-based Uber has embraced direct mail to engage both the public and its drivers.

For example, the company has used postcards to attract new customers with a powerful sales activation offering a first ride for free. The mailing showcased the service's affordability compared to a taxi and highlighted how drivers are available within minutes, 24/7. They've also shown their very best drivers just how much their professionalism and courtesy means to thousands of riders. Uber sent a box of surprises to its most complimented and starred driver partners across the U.S. This carefully curated unboxing experience included a thank-you videogram, a coffee mug, a "Rider Preferred" windshield sticker and a note telling drivers the company would top up their tips to reward great service. The Rider Preferred designation, rewards and thank-you boxes have since been extended to Canada.

In a world where people face a daily crush of electronic messages, direct mail drove right through the digital noise with timely, unexpected outreach that not only attracted new customers and partners but also rewarded exceptional service. These are über-thoughtful ways to make meaningful connections.



CLIENT: Uber | PRODUCT: Rideshare services | COUNTRY: Canada | AGENCY: Uber Creative Team | AGENCY TEAM: Creative Director: Adam Starr