



uberPOOL Pitch

THE BRIEF

0.39% of daily NYC trips are with uberPOOL.

Grow uberPOOL usage to 2% of total NYC travel in the next 12 months.

Quantified

**Out of 8.6M average daily trips in NYC,
we need 33.5K to be with uberPOOL.**



So what's in the way?

Uber has built a brand by becoming the 'chauffeur' of ride sharing. The uberPOOL offering completely contradicts this perception of exclusivity and self-importance.

**uberPOOL = MORE TIME.
MORE INCONVIENECE.
MORE SMALL TALK.**



Emma, 25

“I’d rather pay the extra ten bucks than gamble on being awkwardly stuck in a car with a stranger.”



Stephanie, 23

“People in uberPOOLs tend to not be less friendly.”



Mickey, 26

“It’s so much cheaper but you don’t know what you’re getting yourself into.”

uberPOOL =

MORE TIME.

MORE INCONVIENECE.

MORE SMALL TALK.

THE LONELY LOYALISTS

Fear the unknown/ awkwardness, but also fear missing out (FOMO)

Could be inspired to interact with a stranger

Feel alone in a busy city

Already a frequent UberX customer

Millennials in NYC

Value experiences

Perceive other New Yorkers to be unfriendly



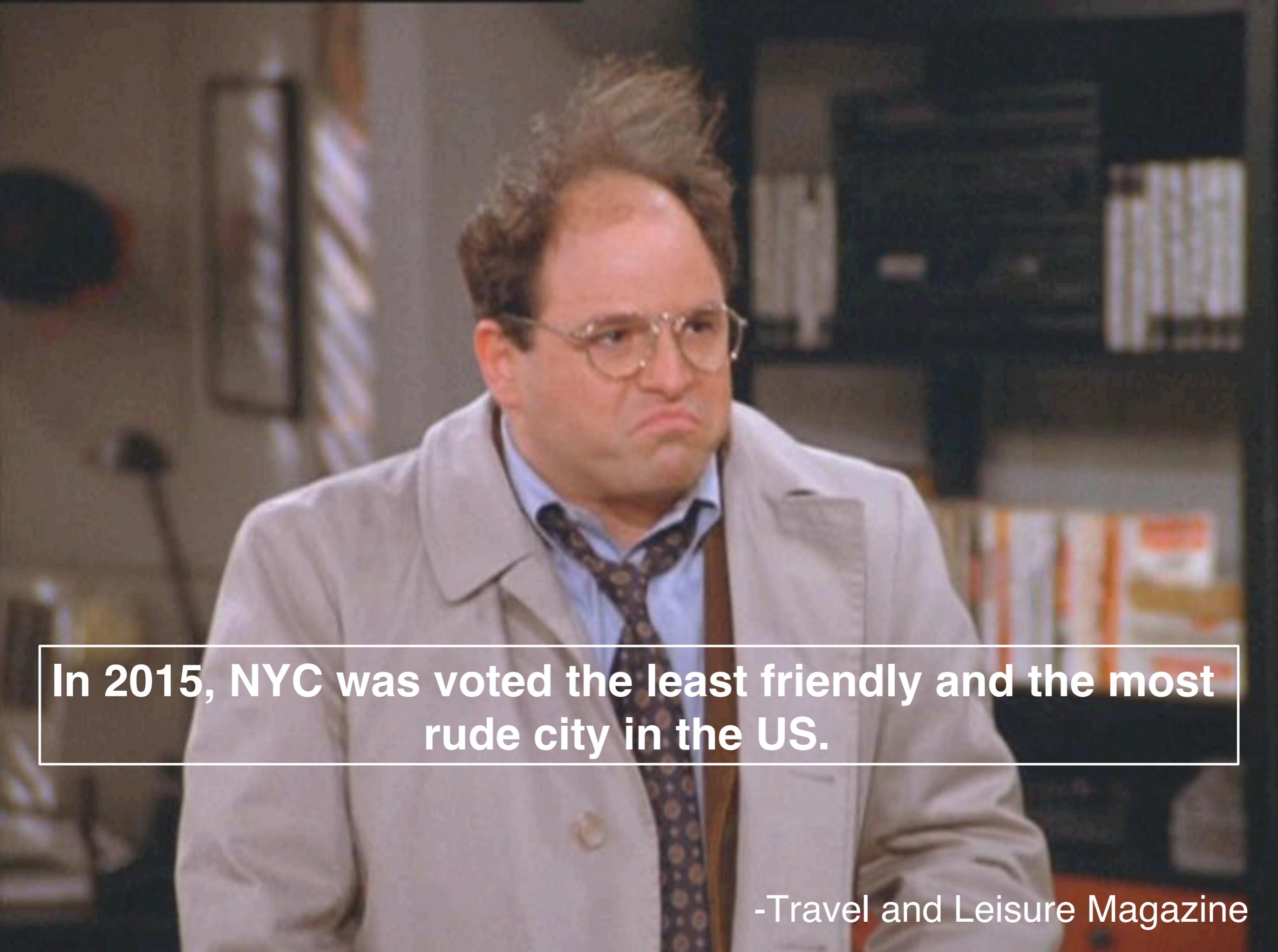


As children we were
taught not to trust.

We were always told...



**DON'T TALK
TO
STRANGERS**

A medium shot of Michael Scott from the TV show 'The Office'. He is wearing his signature light grey trench coat over a blue shirt and a patterned tie. He has a serious, slightly grumpy expression on his face. The background is a blurred office setting with shelves and papers.

In 2015, NYC was voted the least friendly and the most rude city in the US.

-Travel and Leisure Magazine

Studies show that contrary to expectations, people are happier after a conversation with a stranger.

A close-up photograph of three young adults sitting in the back of a car. They are all wearing sunglasses and smiling, looking towards the right side of the frame. The man on the left has a beard and is wearing a white t-shirt. The woman in the middle has long blonde hair and is also wearing a white t-shirt. The man on the right has a beard and is wearing a light-colored, patterned t-shirt. They appear to be in a happy and relaxed mood. The text "Small talk can make big changes." is overlaid in white, bold, sans-serif font across the center of the image.

Small talk can make big changes.

A man in a light-colored suit and tie sits on a wooden park bench. To his right is a suitcase and some books. The background is a lush green park setting. The text "DON'T TALK TO STRANGERS" is overlaid in large white letters, with the word "DON'T" partially obscured by the man's head.

~~DON'T~~ TALK TO
STRANGERS

SOLUTION = uberPOOL

OUR MISSION

**Make an empty seat feel like
a missed opportunity.**

uberPOOL Manifesto

uberPOOL is more than a vessel that takes you from point A to point B.

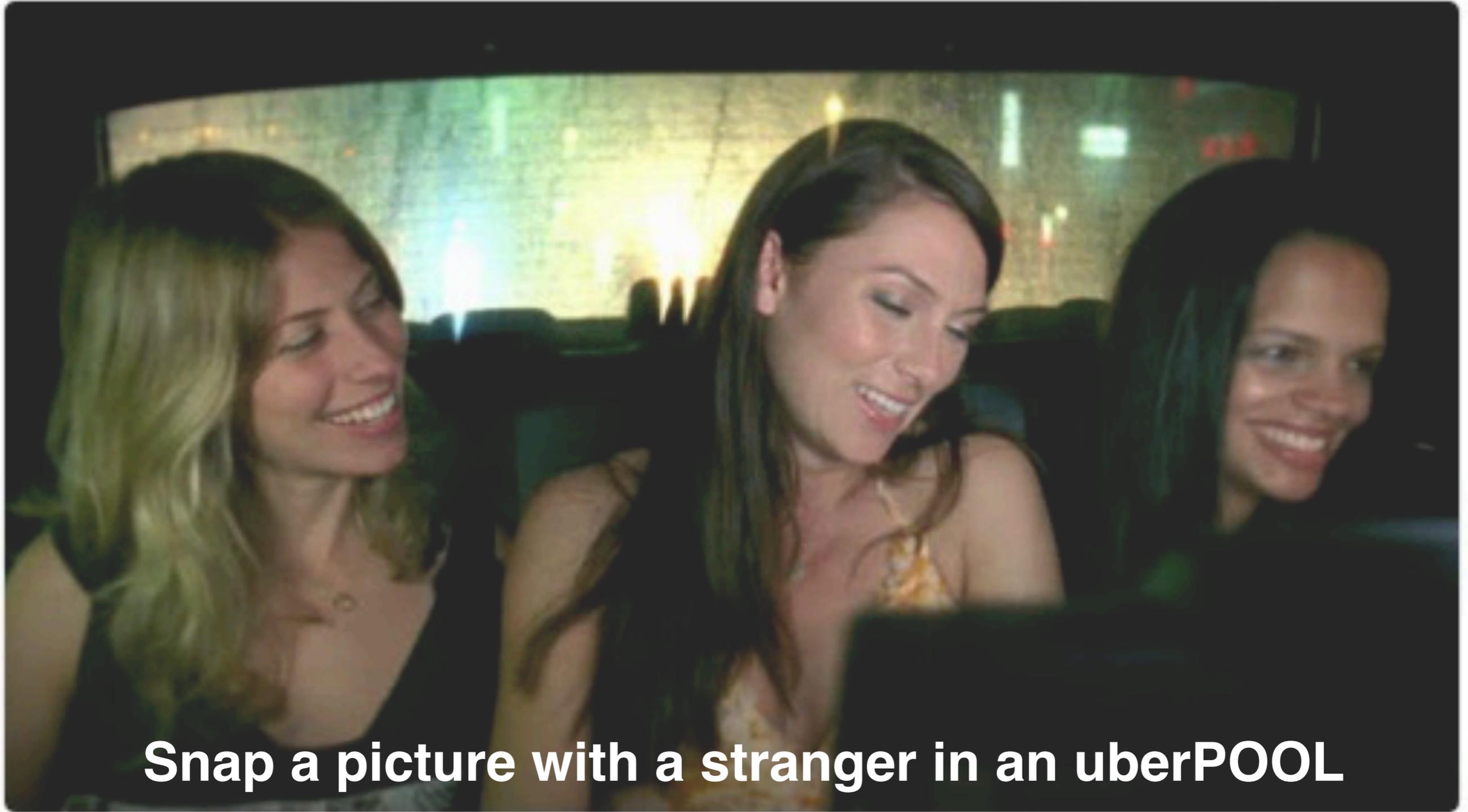
It's a vehicle that can bring the unknown to light in the shape of your fellow New Yorker, a stranger who cherishes human contact, just as you do.

It's not about making a new best friend. It's about the inescapable story and the brief human interaction that uberPOOL can foster.

Imagine a New York where an empty seat is a missed page of your life story.

Julie Brau @juliembrau · now

Found my spirit animal in an UberPool- we <3 grilled cheese! #withtomatosoup
#talktostrangers #fastfriendsinafastcar



Snap a picture with a stranger in an uberPOOL



~~DON'T~~
TALK
TO
STRANGERS.

 uberPOOL

~~DON'T~~

TALK

TO

STRANGERS.

Ask them a question.



MEDIA MOMENTS

**We want to target people
when they are already
receptive to social
interaction.**

- Bars
- Clubs
- Shopping

**If we can make an empty seat
feel like a missed
opportunity, we can make a
happier, more connected
New York.**

THANK YOU