

④ Uber One



OBJECTIVE

Engage college students during back-to-campus season at 43 campuses with a timely and relevant offer from UberOne, driving awareness and sign-ups at scale across key campus touchpoints.

APPROACH

Leveraging our nationwide network of student housing, campus bookstores, and student-run publications, we executed an integrated, multi-channel campaign that met students where they were—physically and mentally—at the start of the semester.

ADDITIONAL CASE STUDIES

UBER / UBER ONE

EXECUTION



Student Housing: We activated our student housing partners to include UberOne welcome materials in move-in kits placed directly on students' countertops, ensuring high visibility during a key transition moment.

Campus Bookstores: As students stocked up on supplies, branded signage in bookstore lobbies and printed inserts in checkout bags reinforced the offer at a high-traffic, high-intent location.

Student Newspapers: We strategically placed print ads adjacent to the most-read campus news sections, aligning UberOne messaging with trusted student media content.

RESULTS

Combined Mobility and Delivery revenue grew 23% YoY