

CREATIVE BRIEF**CLIENT:** UBER**PRODUCT:** LARGE CAR RENTAL**DATE:** MAY 27, 2021**WRITER:** REBECCA SCHMAELING**BUSINESS OBJECTIVE** ☒ Awareness ☐ Action ☐ Attitude**BUSINESS PROBLEM**

Consumers need to move big items but don't want the hassle of renting a truck or don't have a driver's license.

PRODUCT PROFILE

Uber is an established car-sharing application that users already trust. It's new large car rental allows customers to hire an Uber driver to pick up a large item and bring it to their house.

TARGET PROFILE

All genders, ages 20 – 60, drive a sedan or small vehicle, concerned about the climate, some disposable income, medium-high wage workers, are familiar with ride-sharing apps and have used one in the past.

Susie lives on her own and is trying to re-decorate her apartment. She has done some shopping on Facebook marketplace and found some great items, but she doesn't have a way to pick anything up. She has never rented a moving van and feels overwhelmed by the process. She is familiar with Uber and uses it often to get around locally.

TARGET PROBLEM

I found this great dresser that someone is selling, but my small car would never fit it. I've thought about renting a U-Haul, but I live in the city the thought of driving around a huge truck terrifies me. I don't have any friends with big cars because we are concerned about emissions. I wish I could just pay someone with a pickup truck to go grab that awesome dresser for me!

TARGET SOLUTION

"Advertising will convince owners of small cars who need to need temporary access to a larger car to use the large car rental service from Uber because it's a cost-effective solution from a trusted company and it allows the customer to stay home while their work is done for them!

SOLUTION SUPPORT

No hassle – You can stay home while someone does the hauling for you.

Transparent cost – You agree to the final cost before you pay.

Better for the environment – You don't need a big car when you can borrow one from Uber.

Safe – You don't have to worry about getting in an accident trying to drive a moving van.

SOLUTION ALTERNATIVES

U-Haul

Moving companies

BRAND IDENTITY

Easy, trustworthy, no stress

MANDATORIES

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Created by **Michael Tucker** | 210101