

DOORDASH

High Impact Marketing Moments

CHALLENGE

Position DoorDash as the NRL's only "On-demand Delivery Partner" providing enhanced services through broader retail partnerships building out a point of difference compared to other delivery providers.

DoorDash needed to attract new users, app downloads and build awareness.

SOLUTION

Leverage Nine's exclusive coverage of every Finals Match to creatively showcase their service as the ultimate on demand delivery partner for any need.

This came to life through integrated broadcast assets including an AR ball delivery and a situational content series using Nine Talent.

RESULTS

- Top of mind Awareness up **30% pts** since NRL sponsorship began
 - Consideration increased **6% pts**
- Perceptions of Good Value, Community Oriented and Trusted up **9%**, **6%** and **4% pts**, respectively
- Acquired the largest number of new users in one day during the NRL Grand Final activations through Nine.