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BIG MARKETING MOMENTS BY Powered

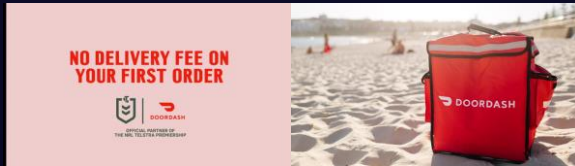


EXECUTION

Utilising Wide World of Sports broadcast hosts and AR graphics, DoorDash cut through the noise with a highly targeted situational content series that complimented on-ground activations to entice a highly engaged audience base.



CHALLENGE



DoorDash wanted to position their brand to Aussies as the only convenience 'On-demand Delivery Partner' providing enhanced services through broader retail partnerships and a point of difference compared to other delivery providers.

The challenge was to tell Australia that DoorDash has arrived and is here to stay, while driving conversion of new users and app downloads.



SOLUTION



Leveraging Channel 9's exclusive coverage of every NRL Finals match, a proven heightened moment when on-demand delivery is actively in use, DoorDash creatively showcased their service as the ultimate on demand delivery partner for any need.



"The NRL on Nine is a powerful platform, allowing us to reach a passionate fan base and amplify our NRL partnership. Through Nine, we capitalised on the strength of their broadcast to create a suite of assets that drove engagement with fans and generated great results."

Michael McCash, DoorDash - Senior Manager, Consumer Growth Marketing, Australia



RESULTS

+30% PTS

DoorDash saw top of mind awareness grow **30% pts** since NRL sponsorship began

+6% PTS

Over 6% increase in consideration towards the DoorDash brand

NEW USERS

NRL Finals partnership delivered DoorDash the largest number of new users of any previous campaign