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Uber
Eats

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CHALLENGE

Food delivery service, Uber Eats, wanted to partner with the Australian Open, to promote their "Tonight I'll be Eating" campaign. The brand's intent was to create a partnership that would increase consideration and purchase intent for Uber Eats.



SOLUTION

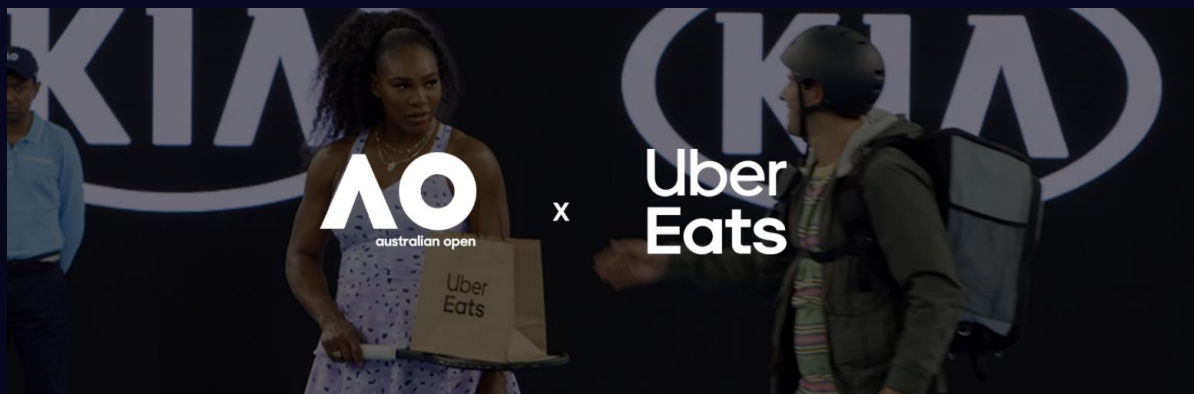
The solution was a collaborative effort between key stakeholders the Special Group, Tennis Australia and Nine, to utilise Nine's airtime to creatively integrate Uber's FIB TVCs within our Australian Open broadcast. Blurring the line between content and advertising.



EXECUTION

The solution was brought to life across Nine by successfully intertwining Uber's creatives into The Australian Open through strategic TVC placement, paired with overall sponsorship entitlements to maintain front of mind exposure throughout the summer of tennis.

The Uber Eats integration effectively incorporated an iconic and well-liked Australian character, Sharon Strzelecki, capturing viewers attention with humour. Branding was strong, and on theme with other Uber Eats ads during Nine's Australian Open coverage.



RESULTS

Brand Awareness

Up 5% PTS

Year-on-year

Consideration

Up 8% PTS

Year-on-year

Previous 4 Week Purchase

Up 11% PTS

Year-on-year

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