

U4B Delegates *Toolkit*

Campaign Toolkit

JULY 19TH, 2024

Welcome to the *Uber for Business Delegates* campaign toolkit.

This toolkit contains everything you need to know to extend this campaign in-house, including strategic foundations, messaging approach, design guidelines, and applications.

The purpose of this toolkit is to serve as an ongoing resource for your internal team to update as needed. This enables your team members and collaborators to ensure consistency and clarity across all channels.

01 Strategy

02 Concept

03 Messaging

04 Design

05 Applications

Project context

The Ask

Delegate-specific campaign raising awareness and use of delegate profiles

This campaign should build on our previous U4B Travel Manager work and feel distinctly Uber.

The Audience

EAs who are existing U4B customers

Our focus is EAs on managed Uber for Business accounts (prioritizing active MM, ENT, Strategic orgs).

The Vision

A flexible toolkit for internal teams

While we're focused on current customers, internal teams should be able to use this toolkit across a broader EA audience.

Strategic Foundations

01

Customer Truth

EAs are the heart of their org. They face high stakes to get the job done, and they take a lot of pride in their role.

02

Product Truth

U4B provides greater convenience for EAs – because an exec-worthy experience is only possible when it's EA-worthy too.

03

Brand Truth

U4B brings the magical, intuitive experience to help EAs take care of business and get it done.

The main takeaway

More efficiently and seamlessly book rides for your exec today with U4B.

- **How we want EAs to feel:** Empowered, I'm on my A-game – U4B helps me take care of business faster and more easily.
- **How we want execs to feel:** Taken care of – I don't even think about how I'm getting from point A to B because it's all happening so seamlessly.

Priority RTBS

Comfortable, reliable rides for your exec that give you:

01

Convenience

- Book from anywhere within minutes - mobile or desktop
- Manage up to 3 rides at once
- Available globally
- Reliably on time or reserve ahead of time

02

Visibility and control

- Real-time trip visibility
- Easy trip editing
- 3-way chat and ability to contact driver

03

Efficient expensing

- Billed directly to your exec
- Receipts organized by account
- Automatic expense reporting

- 01 Strategy
- 02 Concept
- 03 Messaging
- 05 Design
- 06 Applications

The Idea

Behind every successful business is a successful exec. And behind every successful exec is an all-star EA.

With this campaign, let's shine a light on the EAs helping to make the big moves. Because even though they're not signing the deals, EAs are the ones getting the pieces in place. You keep your exec focused on their A-game, and we'll help you field the rest.

Make Moves

Manifesto

The CEO might be the one running the company, but we all know that the company runs on EAs. EAs line up all the little details so all the big moments run smoothly, from creating agendas to getting execs to the boardroom. And we get it: an exec's ride is more than just a ride, so we help you make every mile extra smooth.

Uber for Business combines a comfortable executive experience with the convenience of the latest tech, so you can adapt their business travel plans to handle any bumps in the road. Give yourself and your exec an easier, more flexible, and more efficient way to book executive rides with delegate profiles from Uber for Business. Make moves.



- 01 Strategy
- 02 Concept
- 03 Messaging**
- 05 Design
- 06 Applications

Messaging Approach

Show that we care
and understand what
they're dealing with.

(Awareness)



Prove that we have the
tools and features to
make their life easier.

(Consideration)

Messaging
Awareness

Here we lead with bold, direct lines that executive assistants can see their own experiences in. Grabbing attention, we pull them in to learn more.

Sounds like...

Bold, direct lines address EAs own experiences while introducing the product. Grabbing attention, we pull them in to learn more.

Feels like...

*Real
Direct
Assured*

Awareness

Get execs from A to B easily by booking from their profile

Make moves

Get your exec from the airport to the boardroom with just a few taps

Make moves

Coordinate multiple exec rides from the comfort of your own app

Make moves

Easier ride booking for EAs means easier business travel for execs

Make moves

Don't just book rides on their behalf—book on their profile

Make moves

Messaging
Consideration

Here we lead with bold, benefit-driven lines with the iconic Uber voice — showing EAs exactly how, where, and when we've got their back.

Messaging
Consideration

To reinforce our direct tone and emphasize how delegate booking helps EAs accomplish even more, our consideration lines always start with an imperative verb. Using these verbs both encourages our audience to take action and instructs them on how Uber for Business can help.

Examples:

Make

Reserve

Book

Plan

Coordinate

Sounds like...

Bold, benefit-driven lines with the iconic Uber voice – showing EAs exactly how, where, and when we've got their back.

Feels like...

*Real
Direct
Assured*

Consideration – Convenience

Reserve your exec's ride weeks – or minutes – ahead
Make moves

Make booking rides the easiest part of your day
Make moves

Arrange exec rides to almost anywhere from almost anywhere
Make moves

Book exec rides as easily as they take them
Make moves

Book the CEO's ride. And the VP's. And yours, too
Make moves

Make your exec's day every day with seamless ride reservations
Make moves

Sounds like...

Bold, benefit-driven lines with the iconic Uber voice – showing EAs exactly how, where, and when we've got their back.

Feels like...

*Real
Direct
Assured*

Consideration – Visibility and Control

Keep your exec's schedule ahead of traffic
Make moves

Get your exec to the meeting with time to spare
Make moves

Get them from point A to B, and easily add a point C
Make moves

Keep an eye on your exec's timeline for the whole ride time
Make moves

Coordinate your exec's pickup point in the three-way chat
Make moves

Stay up to date on your exec's arrival time in real-time
Make moves

— *Note that this line needs to be paired with a visual reference*

Sounds like...

Bold, benefit-driven lines with the iconic Uber voice – showing EAs exactly how, where, and when we've got their back.

Feels like...

*Real
Direct
Assured*

Consideration – Efficient Expensing

Make chasing receipts obsolete with direct billing

Make moves

Make automated expensing the automatic choice

Make moves

Track down exec receipts without tracking down your exec

Make moves

Make submitting exec expenses seamless for them and painless for you

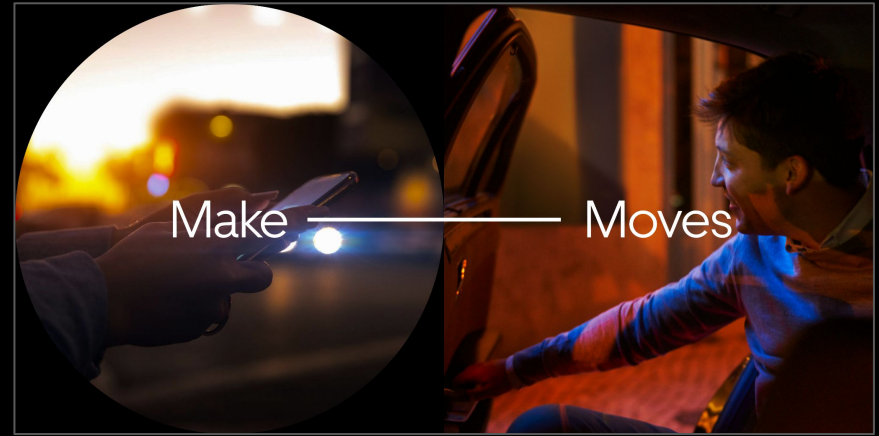
Make moves

See every receipt. Every exec ride. All in one place.

Make moves

- 01 Strategy
- 02 Concept
- 03 Messaging
- 04 Design**
- 05 Applications

Art Direction



MAKE MOVES



Photography Selection

Our photography shows a range of interactions with Uber transportation services, from active motion-driven photos to EAs scheduling rides on the go.

The imagery feels kinetic, celebratory, and authentic, creating a visual narrative around the energy and movement that drives success for EAs, their execs, and the businesses.

All images are sourced from the Uber brand library.



Color System

To anchor this campaign in U4B's distinct ownability and to leverage existing equity, we recommend using blue and orange as supplementary colors to Uber's iconic black and white.

These tertiary colors are used as a highlight to accentuate the tagline.

Black
HEX #000000
R:0 G:0 B:0

White
HEX #FFFFFF
R:255 G:255 B:255

Blue 500
HEX #068BEE
R:6 G:139 B:238

Orange 400
HEX #FC823A
R:252 G:130 B:58

Design Journey

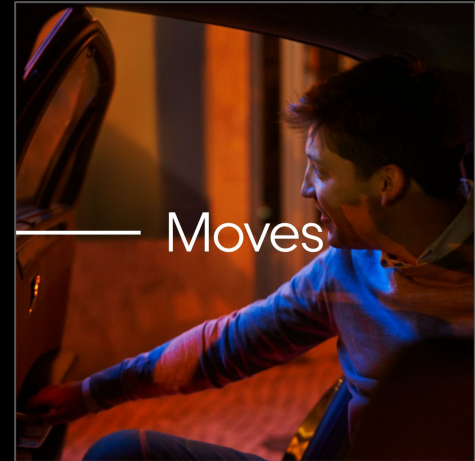
Per the Uber Mobility guidelines, the journey motif is used to represent how Uber facilitates connections, opportunities, discovery, and potential.

The circle symbolizes the start of the journey, and the square the end. Photo curation should consider the the EA & exec's story, for instance showcasing booking as the start and arrival at destination as the end.

The journey line is reserved for placements where it can live harmoniously with imagery, design, and headlines without feeling forced or cramped.



Make



Moves

Design Typography

In order to fully utilize Uber's brand equity, we use the parent brand guidelines for typography.

All headline and tagline type is set in Uber Move Regular with 0% letter spacing and 100% line spacing. Paragraph spacing between headline and tagline is 50% type point size (i.e. 40pt text = 20px paragraph spacing)

Supergraphic typography can be used with consideration when the placement and content allow. The tagline is to live alone with no supporting copy to make a bold statement.

40pt
Make receipts obsolete
with direct billing

20px

40pt

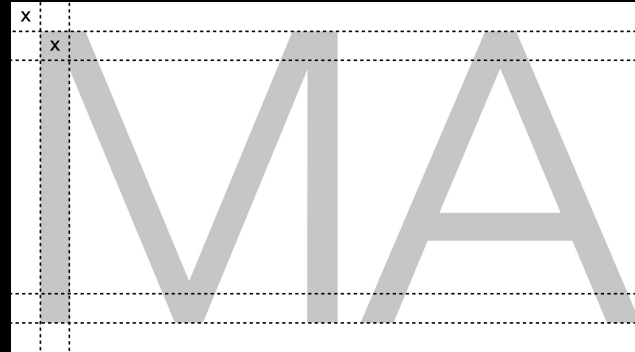
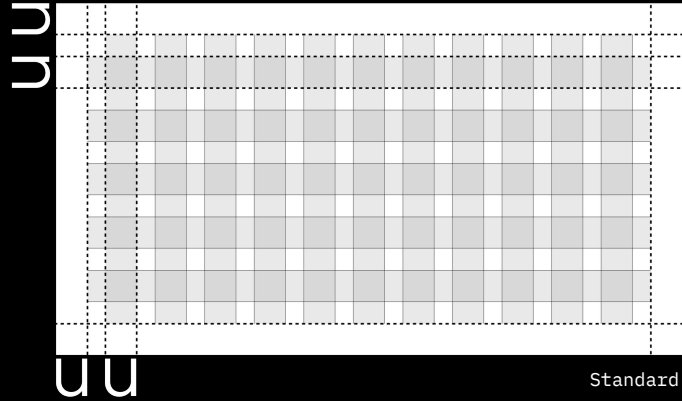
Make moves

MAKE MOVES

Design Grid

Per the Uber Mobility guidelines, the width of the lowercase “u” is used for margins and gutters. This ensures consistency across applications and varying type sizes.

For compositions using supergraphic type styling, the margins and gutters are the width of the stem, or height of an em dash.



- 01 Strategy
- 02 Concept
- 03 Messaging
- 04 Design
- 05 Applications

Social
1920x1080



Reserve your
exec's ride weeks—
or minutes—ahead

Make moves

Uber
for Business

Social
1200x628



Get your exec to
the meeting with
time to spare

Make moves

Uber
for Business

Social
1080x1350

MAKE MOVES



Uber
for Business

Social
1080x1920



Keep your exec's
schedule ahead
of traffic

Make moves

Uber
for Business

Social

1080x1080 Carousel

Uber for Business
35,073 followers
1mo · Edited · 🌐

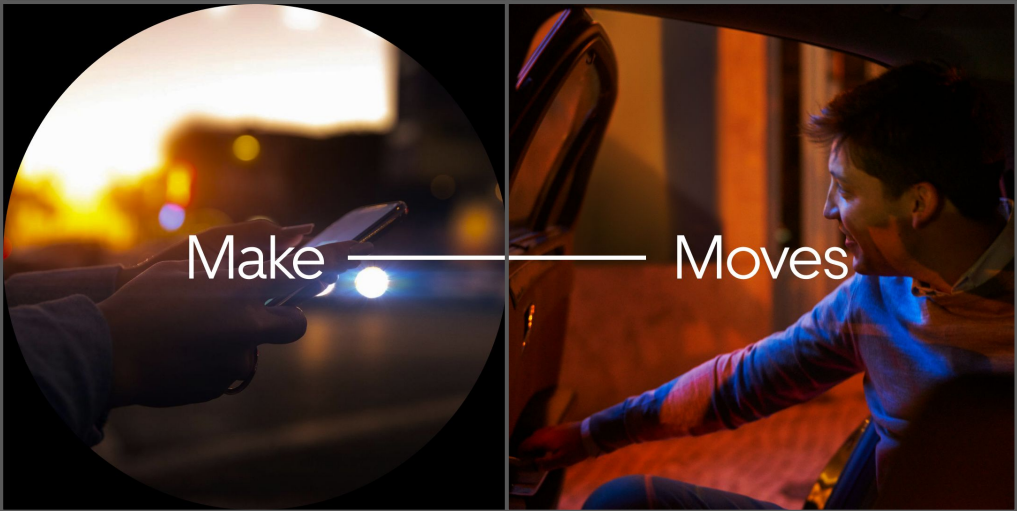
Make getting your exec from A to B the easiest part of your day with delegate booking.

Get your exec to the meeting with time to spare

Uber for Business

Get started with Uber for Business [Learn more](#)
uber.com/business

👍 Like 💬 Comment 🔄 Repost ✉️ Send



Display
300x250

**MAKE
MOVES**

**Uber
for Business**

[Get started](#)

Display
970x90

Get your exec to the meeting with time to spare

Uber for Business

Display
300x600



Get your exec to
the meeting with
time to spare

Make moves

Uber
for Business

Display
250x250

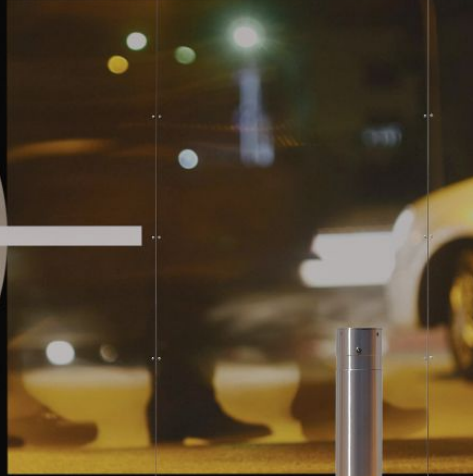
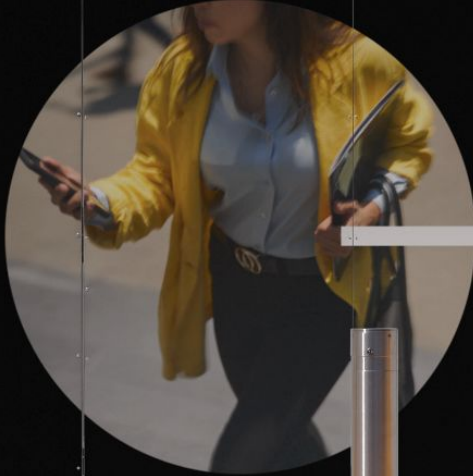
Keep your exec's
schedule ahead
of traffic

Make moves

Uber
for Business

Get started

OOH



Keep your exec's
schedule ahead of traffic

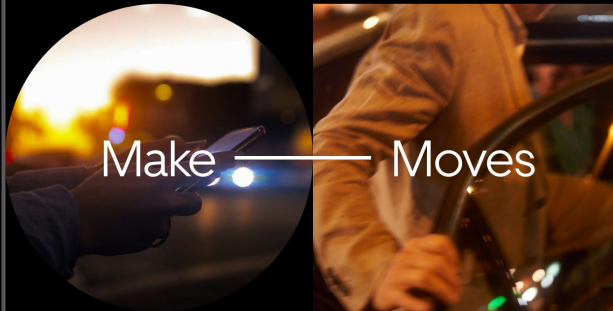
Make moves

Uber
for Business

Sponsored Email

Uber
for Business

Keep your exec's
schedule ahead of traffic



You already handle it all for your exec. Now delegate profiles make booking their rides, updating itineraries, and reconciling expenses easy to handle, too.

Get started →

Uber
for Business

Keep your
exec's schedule
ahead of traffic

Make moves

You already handle it all for your exec. Now delegate profiles make booking their rides, updating itineraries, and reconciling expenses easy to handle, too.

Get started →



Source files Figma

Thanks!