



# Workplace campaign

Q1-Q2 2025 | Uber for Business

Uber

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# The landscape

US unemployment and quit rates are at a low.\* But so are employee engagement^ and well-being. “The Great Detachment” has replaced “The Great Resignation,” meaning workers have less intent to stay and lower overall satisfaction. In fact, 52% of employees surveyed for Gallup’s [2024 “State of the Workplace” report](#) said they were actively looking for new jobs. The job market is also challenging, meaning many employees continue to feel stuck in their current situations.

This isn’t just a concern for HR Managers. it also greatly affects Workplace/Facilities/Office Managers, who are embedded in operations, resource optimization, and building efficient systems. They manage budgets for supplies and employee programs, keep offices running smoothly, and do whatever it takes to help employees feel productive on a day-to-day basis.

And while productivity is paramount, it’s also complicated. [Recent Qualtrics research](#) found that 38% of surveyed employees feel increased pressure to up productivity even amidst lagging organizational systems and changing work models. [33% of companies](#) are now requiring employees to head back to the office full-time, with [many others](#) maintaining or standing up hybrid schedules. After years of more flexible requirements, RTO mandates often come with conviction around bolstered culture, collaboration, and company performance, but still can negatively impact employee morale.



# The napkin brief

## The ask

An anchor for new/refreshed Workplace cross-sell content across email, content syndication, ABM, and LinkedIn ads

**P0 use cases:** In-office meals, late-night meals

**P1 use case:** Commute

## The audience

**P0:** Workplace, Office Manager

**P1:** Executive Assistants, Procurement/Finance Managers

**Core industries:** Banking, Consulting, Financial Services, Legal

These customers are mainly part of the existing customer bucket (new business is P1 vs P0), companies that may have a U4B travel program or a meal program with a competitor (i.e. Doordash, GrubHub, Seamless).

These core industries are also more likely to require employees to be in office and operate on non-traditional schedules, making them ideal targets for in-office and/or late-night programs.

~1000 target accounts across SMB, MM, ENT, and GSA

## The vision

A campaign mini framework that features tagline, messaging and design schema.\*

# Strategic foundations



## Customer truth

Widespread return-to-office mandates after years of remote work and a shift in the employee care narrative to one that emphasizes productivity and collaboration have led Workplace pros to think outside the box of fully-staffed cafeterias and sponsored shuttles within a 9-5 shift.

Food and transportation programs are “nice-to-have perks” rather than expected benefits, but they can help Workplace pros provide flexible, on-demand, and potentially cost-saving alternatives to what was standard before and during the pandemic.



## Product truth

Uber for Business empowers Workplace professionals to turn on and manage customizable meal or ride programs. This helps them meet the needs of employees working across different sites at all hours while also allowing them to keep the financial demands of their companies top-of-mind.



## Brand truth

Uber for Business gives Workplace admins a way to support their teams and keeping them productive while giving them the consumer meal delivery and/or ride experience they’ve come to know and love.

# RTBs

## More ways to reduce costs

- Customized program controls help enforce compliant behavior
- Corporate Uber One memberships (i.e. save on delivery fees)
- Opportunities for company rebates/incentives
- No sign up fees

## More employee flexibility and perks

- Ordering options: on mobile or web, group ordering, advanced scheduling
- Ride type variety
- Top-rated couriers/drivers and premium support
- Automatic receipt forwarding
- Opportunity to earn personal perks through business orders (Amex, Marriott, cash back)

## Superior restaurant selection [US only]

- 70% more active restaurants than GrubHub
- Uber Eats = largest online food delivery platform in NYC, LA, and CHI
- Exclusive relationships with top restaurants in NYC, LA, and SF

## Better admin experience

- Easy set-up and roster sync for automated employee on- and offboarding
- Policy restrictions (i.e. no alcohol or non-food items; custom dates, times, locations, and spend thresholds)
- Simplified billing (i.e. expense codes, monthly invoicing) and expense integrations

## Widest global reach

- Programs that are easy to scale across international offices
- Uber for Business is in 10K cities, 32 countries, 6 continents
- Uber Eats has 1M merchant partners

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## The idea

Workplace professionals are striking a balance between satisfying employees and ensuring their productivity. As such, they need flexible tools/partners that help them engage their people and keep output high while maintaining their bottom line.

From group lunches and late-night bites to rides to the office, let's showcase how Uber for Business empowers Workplace pros to streamline employee programs that fuel individuals and contribute to company performance.



Real perks. Real productivity.

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# Manifesto

From overseeing office operations to sourcing vendors to collaborating with cross-functional teams, Workplace Managers are doing the most.

No matter their titles or day-to-day responsibilities, they're all in the business of efficiency and employee satisfaction. Because watertight systems mean less ambiguity, more ideal workplaces, and more productive people, which ultimately lead to better company performance.

Uber for Business empowers Workplace pros to streamline employee food and transportation offerings. From a centralized dashboard with customizable controls, they can give employees choice, flexibility, and that familiar Uber experience.



# Overall messaging approach

## Consideration

- Empathize with Workplace pros' unique challenge of keeping in-office employees satisfied and productive while managing program costs
- Show how the transparency, control, and flexibility of the U4B platform—specifically meal and ride programs—helps them rise to that challenge
- Differentiate U4B's Workplace offerings from that of competitors (mainly Eats)

# Sample messaging bank

## Operational ease for program administrators

Less admin time, more impact—streamline workplace perks in just a few clicks.

One dashboard, multiple ways to support your teams with meal delivery or rides.

You set the rules. They get the meal delivery or ride perks.

One system, one policy, full visibility into employee usage.

Ditch catering chaos and let employees order what they want, when they want.

Late-night meals without late-night admin work—customize programs, set rules, automate expensing.

Set budgets, sync rosters, then sit back.

From lunch meetings to late-night work, provide in-office meal delivery on any schedule.

New hires, no problem. No manual roster updates needed.

More employee perks. Less admin work.

## Flexible, desirable perks for diverse employees

Give your people the freedom to ride, eat, and work on their terms.

Work happens anywhere. Work perks can, too.

Provide meal or ride perks that move and change as your people do.

Global scale, local reach. We're driving and delivering where your people are.

On-demand rides or meal delivery, no matter where work takes them.

Forget cold pizza and stale snacks. Late-night work deserves real late-night perks.

1M+ merchant partners = more meal variety for your teams.

Say bye to boring buffets and let workers order the meals they actually want

Give 'em hot and ready, not sad and soggy – a meal program with Uber for Business.

Make the office worth showing up for with in-office meal delivery.

Don't let grumbling stomachs get in the way of business breakthroughs.

Fuel your people—and your business—with meal or ride perks.

## More ways to reduce and/or control costs

Fit your budget and your employees' needs—all from one platform.

Perks that scale with your people... and with your budget.

Cut costs, not benefits—exclusive rebates, corporate memberships, and more.

No platform fees, no surprises—just policy-backed meals or rides.

Maximize ride or meal delivery perks without maxing out spend.

More perks for employees, more ROI for your company.

Go beyond employee expectations without blowing your budget.

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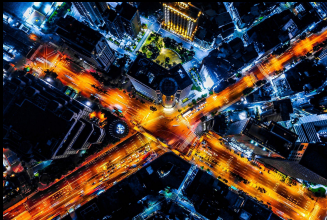
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Art Direction



## Photography Selection

Our photography shows a range of interactions with Uber transportation and meal delivery services, creating a visual narrative between Workplace Managers and employees, enjoying the many shared benefits that are offered by the Uber for Business platform.

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 (travel & mobility) and green (meals & delivery) as supplementary colors to Uber's iconic black and white.

These colors will be used to accentuate 'rides' and 'meals' verbiage respectively within headline copy.

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

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

**Blue 900**  
HEX #002661  
R:0 G:38 B:97

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

**Lime 600**  
HEX #4F7F06  
R:79 G:127 B:6

**Lime 300**  
HEX #A6D467  
R:166 G:212 B:103

## Color Typography

On a black background, Blue 500 and Lime 300 will be used to accentuate 'rides' and 'meals' verbiage respectively within headline copy. One color can also be used in a singular line at the end of copy to highlight the feature being promoted.

Fit your budget and your  
employees' needs—  
all from one platform.

On-demand rides or  
meal delivery, no matter  
where work takes them.

## Design Journey

Use the circle to represent the beginning of a journey and the square to represent the end of a journey. The idea of the journey is used to showcase the narrative connection between a workplace manager scheduling a ride or meal for an employee, and a/n employee/s benefitting from that in real time.

This motif could also be used to showcase both benefits of meal and rides a workplace employees enjoys at the same time, as a result of benefits schedule by a workplace manager using U4B.

Workplace Manager



Scheduled benefit



Meals



Rides

## Design Overview

### Brand Usage & Typography

**Uber for Business** is the default guide for reaching to the Workplace audience.

Please note:

- Preference of the stacked U4B logo
- Clearspace around the logo is equal to cap height of the 'U'
- Use of Uber Move Regular
- Default on black backgrounds to make ride and meal copy pop

Logos

Uber  
for Business

Uber  
for Business

Clearspace



Typography

Uber Move Regular

Primary Color



#FFFFFF

#000000

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Social  
1920x1080



Forget cold pizza  
and stale snacks

Late-night work  
deserves real  
late-night perks

Real perks. Real  
productivity.

Uber  
for Business

**Social**  
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**Uber for Business**

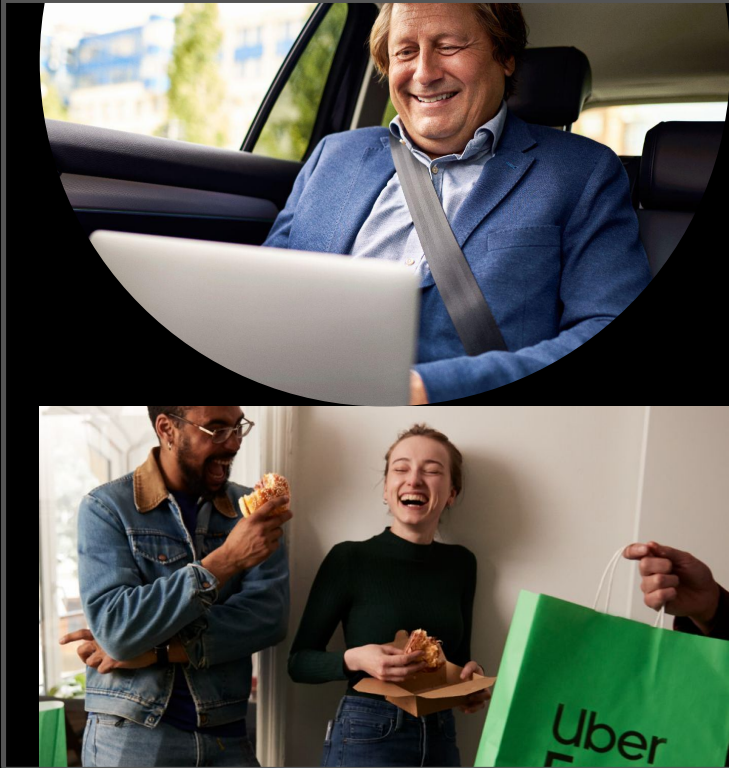
Social  
1920x1080



Real perks.  
Real  
productivity.

Uber  
for Business

Social  
1200x628



One dashboard,  
multiple ways to  
support your teams  
with meal delivery  
or rides

Uber  
for Business

Social  
1080x1350

One dashboard, multiple  
ways to support your teams  
with meal delivery or rides



Uber  
for Business

CTA →

Social  
1080x1350

Real perks.  
Real productivity.



Uber  
for Business

CTA →

Social  
1080x1080

Real perks.  
Real productivity.



Uber  
for Business

CTA →

Social  
1080x1920



More perks for  
employees,  
more ROI for  
your company

Uber  
for Business

Display  
300x250

No platform fees,  
no surprises—just  
policy-backed  
meals or rides

Uber  
for Business

CTA →

Display  
970x90

No platform fees, no surprises—  
just policy-backed meals or rides

Uber  
for Business

Display  
300x600



1M+ merchant  
partners = more  
meal variety for  
your teams

Uber  
for Business

**Display**  
300x600



Real perks. Real  
productivity.

Uber  
for Business

Display  
250x250

1M+ merchant  
partners = more  
meal variety for  
your teams

Uber  
for Business

CTA →

Display  
250x250

Real perks.  
Real productivity.

Uber  
for Business

CTA →

ebook/  
downloadable

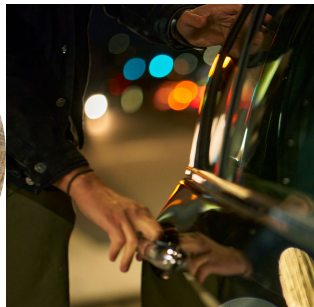
Uber  
for Business

No platform fees, no  
surprises—just policy-backed  
meals or rides

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CTA→



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Uber  
for Business