



Ridesharing and Transportation Services
Creative Brief
Relevance | Originality | Impact

Key Issues

Lyft is currently ranked as the number two ridesharing-service in the United States. In this industry there are few direct competitors, but the number one company currently maintains the majority of the market share. However, after a series of mishaps by the competitor, Lyft has a unique opportunity for growth.

With the increase in media coverage of negative experiences regarding ride-services, many potential and current users have a concern for their safety.

Lyft, despite offering better compensation to drivers than the competitor, and employing more drivers than the competition, cannot maintain this advantage unless it continues to market to drivers in areas where the overall numbers are lowest.

Despite offering coverage to an estimated 95% of the United States¹, there are still areas where it is difficult to use ride-services. This is in part due to those areas not having enough drivers. Additionally, many people who own their own car do not see the value of the service Lyft offers. Marketing the brand to users in suburban and rural areas will allow Lyft to gain an advantage over competitors by moving into currently untapped segments for obtaining both riders and drivers.

For increased and continued success, Lyft should continue and expand upon its message of safety for both riders and drivers. Lyft also needs to find ways to help potential riders and drivers, especially in underserved areas, see the value of riding and driving with Lyft.

Objectives

Marketing

- To increase the number of nationwide Lyft rides by 25% by the end of FY 2019.
- To increase the number of new driver sign-ups by 10% by the end of FY 2019.

¹ <https://www.lyft.com/rider>

Advertising

- To increase awareness of Lyft as a safe, reliable and economical alternative to driving or other ride services among target rider audience by 15-20% by end of the campaign.
- To increase use of the Lyft app by unique individuals, adding 5,000 new users nationwide per month through campaign end.
- To increase awareness of Lyft's employment benefits over other ride services by 12% among target driver audience.

Targets

Target #1 - Social & Savvy, yet Suspicious Someones: Men and women aged 18-34, with income generally in mid to upper (\$35k and up). Single, dating or married but typically without children. They spend weekends with friends or evenings at happy hours, live in suburban to urban areas and may or may not own their own vehicle. They use ride services for transportation for both work and play. They are not fans of being inconvenienced and regularly choose ride shares based on availability. However, safety has become an increasingly common concern because of recent stories in the industry.

Target #2 - Free Nights and Weekends: Men and women aged 25-50. Their income is low to mid (\$20-50k) and they welcome opportunities to increase it. They are often married and parents, employed in typical office jobs or those with set weekday hours, use their free time to take extra jobs in order to put money away for future expenses/kids needs etc. They have reliable transportation that they are willing to use for the task of driving. Need to be shown the benefits of driving for a ride service over choosing other options for secondary income sources.

What is the target like as a person?

_____ See Appendix A for current user and prospect definitions.

Action

_____ We want our targets to appreciate the length to which Lyft is willing to go to increase the safety of the rides. Additionally, we want our secondary target to consider the opportunities and benefits of driving for Lyft.

Reward and Support

- Lyft is the #2 driving service in the United States.
- Lyft has continued to avoid some of the major scandals of its' competition, and in doing so has doubled its' number of rides in 2017 as compared to its' competitors.
- Lyft has clear ride fare costs during "Prime Time" (peak hours), with a set percentage increase as opposed to competitors that charge separate base, time, and distance fares.¹

¹ <https://www.ridester.com/uber-vs-lyft/>

Statement

If I ride with Lyft as opposed to competitors then I will get to my destination safely and comfortably, because I know Lyft not only requires drivers to go through background and safety checks, but also promotes open communication and truly cares about me as a rider.

Personality

Lyft is known as a down to earth ride service, not taking itself too seriously but doing enough to establish a smooth two-way driver-to-rider experience.²

Media

TV ad campaigns (:30 & :60 spots), Streaming TV ads(:15 & :30 spots, hulu, Amazon prime video, network specific apps(cbs, fox, nbc)), subscription radio ads(spotify, iheartradio, pandora), Magazine print(full page), OOH(billboards, bars, coffee shops, etc), paid national internet and social media ads (facebook, google, Apple/Google app stores and Instagram and Twitter feeds)

Key Insight

Riders and drivers need to know that they can trust each other; and that Lyft cares about their shared experiences and well-being. Lyft must continue to maintain its' laid-back personality and focus on safety while setting the standard for shared driving experiences. Lyft has already designed a two-way evaluation for riders and drivers and understands the need for constructive feedback on both ends.

Big Idea

Life is a shared experience - we're all in it together.

Tone of Creative

The campaign should be energetic and optimistic, presenting images and messages of unity, diversity, inclusion and especially cooperation.

Current User Profile

GEOGRAPHICS

_____ Trevor Johnson, Aria O'Maoileidigh, Israel Arredondo and Matthieu Javid rent a 3 bedroom apartment just outside midtown in Houston, Texas.

² <https://www.theguardian.com/technology/2017/mar/29/is-lyft-really-the-woke-alternative-to-uber>

DEMOGRAPHICS

Trevor is 25 year old, African American and a law school student in his final year at South Texas College of Law. He is not married, however he and his girlfriend, Aria, a 23 year old Caucasian woman live together and plan to get married in the future. They are currently sharing an apartment with their friends Israel and Matthieu, who are a married, interracial, gay couple. Matthieu is 26, of Cajun and Persian descent. Israel is Hispanic and 28. Neither couple has children. Aria and Matthieu work for the same company, Aria as a graphic designer and Matthieu as an accountant. Israel is a nurse practitioner. The household annual income for all 4 people in the apartment averages \$75,000. All 4 are college graduates, holding bachelor's degrees or higher.

PSYCHOGRAPHICS

The roommates are friends, who when not working enjoy a vivacious social life. Israel works a standard 9-5 at a medical practice within the Texas Children's Hospital network in the heart of Houston. Aria and Matthieu's company is located in midtown, just a few blocks from their home, so most frequently the others join them at their favorite bars, most of which are located in the same area. Trevor takes classes during the week, and after class he and his classmates often meet the roommates and their other friends for happy hour. This is usually their ritual at least 2 nights a week as well as on weekends. They also enjoy solo date nights at least once a week. As self-proclaimed foodies, they pride themselves on their ability to seek out and experience as many new restaurants as possible in the Houston area. The group also enjoys spending time at live music events, clubs and are adamant supporters of the Houston football and soccer teams. Trevor worries about Aria's safety when she is traveling alone. Trevor, Matthieu and Israel have all been victims of racist taunts and slurs at times when walking through the city. Matthieu and Israel have also been victimized due to their sexuality.

MEDIA PATTERNS

_____The quartet subscribe collectively to the magazines *Food & Wine* and *Alternative Press*. Additionally, Matthieu subscribes to *Fortune* and Aria to *Communication Arts*, *Revolutionart* and digitally to *Print*. All four are "cord cutters" who do not pay for cable but rather subscribe to streaming services for their television and radio fix. They have Netflix, Hulu and iHeartRADIO accounts, as well as a few network specific apps to watch live sports. They pay for premium on Hulu and iHeartRadio to avoid commercials. On their commutes to work they often pass billboards and there are advertisements throughout many of the restaurants and bars they frequent. Israel and Trevor ride the bus and Metrorail to get to the school and office and see many advertisements at the stops and on the transit itself. When attending Texans and Dynamo games, the group is exposed to the ads in the stadiums. The group are all active on social media including Facebook, Twitter and Instagram and Aria is an Instagram 'brand ambassador' for a local food truck turned brick-and-mortar whose logo she designed. Outside social media the group regularly visit internet sites specific to each of their careers, as well as, Amazon and

what they consider “millennial friendly” news sites such as BuzzFeed News, Vice, HuffPost and TheYoungTurks.

BUYING AND USE PATTERNS - LYFT

The group owns 2 vehicles but rarely uses them, aside from on road trips and vacations, because parking in the city is difficult and often expensive. Because of his worry for Aria’s safety, Trevor prefers that she not walk around the city alone. This is why she takes Lyft almost everywhere she goes. Aria also prefers that the guys avoid walking and exposing themselves to further attacks based on their race or sexual orientation. Aria and Matthieu take a Lyft to and from work 5 days a week. Trevor and Israel use Lyft when they leave work and class to get to whatever bar or restaurant the group has chosen that night. The couples also use Lyft on their date nights. None of them want to risk drinking and driving and they find that later in the evening, Lyft is comparable to the public transit system because of it being a more private method of transportation. They find that their experience with Lyft has always been good and the drivers they've had through the service always seem to be upbeat, conversational and laid-back individuals who enjoy what they do. Several of the group's friends have had negative experiences, including a few extreme situations, while riding in with competing ride services. The quartet prefer to use Lyft because of the overwhelmingly positive interactions they have had with their drivers, the ease with which they can access a Lyft and because they have always arrived safely at their destination.

Prospective User Profile

GEOGRAPHICS

Kendra Neal and her husband mortgage a four bedroom home in a Miami suburb.

DEMOGRAPHICS

Kendra moved to Miami for her husband, Kent’s, career interests. Kendra and Kent have three children; all of whom now have families of their own. Kendra is an unemployed, former stay-at-home mom; while Kent works long hours at his company’s law firm as a paralegal. Their average household income is around \$48,690. Kendra did not pursue a degree in higher education due to familial obligations, but Kent has a bachelor’s degree in criminal justice. Kendra is 42 and African American. Kent is 46 and Hispanic/Latino.

PSYCHOGRAPHICS

_____ Having fallen victim to the standard “empty nest syndrome” of motherhood, Kendra spends most of her days at home alone; anxiously waiting for her husband’s return. Kent typically works 12-14 hour shifts, leaving Kendra with little to do except clean, cook, and call to check up on the grandchild that her daughter is expecting in a few short months. Even though Kendra’s days of minivans and graduations are long behind her; she still feels the need to provide her children with some extra cash out of her own pocket from time to time. Kendra has

also been considering finding a way to tell her husband that she wants to go back to school part-time; but realizes that with her and her husband's limited income her dream may be too far-fetched. When Kendra is not tending to housework, buying groceries, or picking up her husband's dry-cleaning; she typically gravitates towards browsing local college websites, mid-morning jogs and browsing her daughter's baby registry for gift ideas. This is her first grandchild, and she definitely wants to stick around long enough to spoil him/her with all of the extra time she has in her day.

MEDIA PATTERNS

_____ Kendra watches the NBC 6 news morning, noon, and evening shows respectively; and purchased her first smartphone after moving to Florida just to download the Channel 6 app. She often calls her children just to tell them about all of the "horrible" events she has heard about throughout the day. Kendra is also old-fashioned in the sense that she pays a small fee to have the city's newspaper delivered to her doorstep every morning for coupons and local part-time job listings. Kendra recently downloaded the social media apps Twitter and Facebook, upon request from her children, to like and share the moments and adventures she's missing out on. Kendra is a part of several Facebook groups for "empty nesters," which plays a big role in her value as a woman with little responsibility. Kendra's son recently showed her how to set up a Netflix streaming account, and Kendra has binged through several different series in her freetime. While on her way to the grocery store, to see her children, or run the occasional errand, Kendra often passes by several big flashing billboards along the interstate. Kendra however, is a cautious driver, so she rarely manages to look at them for long.

BUYING AND USE PATTERNS

Kendra does not really spend a lot of money on subscriptions, other than the 10 dollars that is taken out of her and her husband's joint savings account at the end of the month for her Netflix subscriptions. Most of her spending habits stem from the expected arrival of her grandchild and frivolous gifts for her children. She tends to fill up her Honda Civic once every other week for about \$2.60 a gallon. The couple owns two vehicles, so Kendra is free to drive her Civic exclusively. Kendra gets a lot of her daily shopping out of the way earlier in the morning with little to do throughout the day, and her kids keep encouraging her to take up a hobby. A lot of the parents in Kendra's groups have mentioned that apps like 'Uber' and 'Lyft' allow them to earn extra money and keep them busy during the day. Kendra had considered becoming an Uber driver, but after watching several of her local newscasts, and reading up on the company, noticed how dangerous it might be to her daily routines and her future as a grandmother. While Kendra has not heard a lot about Lyft, she has not heard anything particularly bad about the service either. She sees it as a chance to save up for a possible return to school. Kendra is cautiously optimistic about the service, but wants to make sure that her safety and well being are prioritized before she makes a time commitment.