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U B E R

WHAT IS UBER?

IIA DEEP DIVE

U B E R

DUBLIN
YOU MOVE US



Uber Ice Cream

Pure, unadulterated, marketing awesomeness

#OMGUBERICREAM

Seven Cities
200+ Press Articles
38,000 Requests



#OMGUBERICREAM

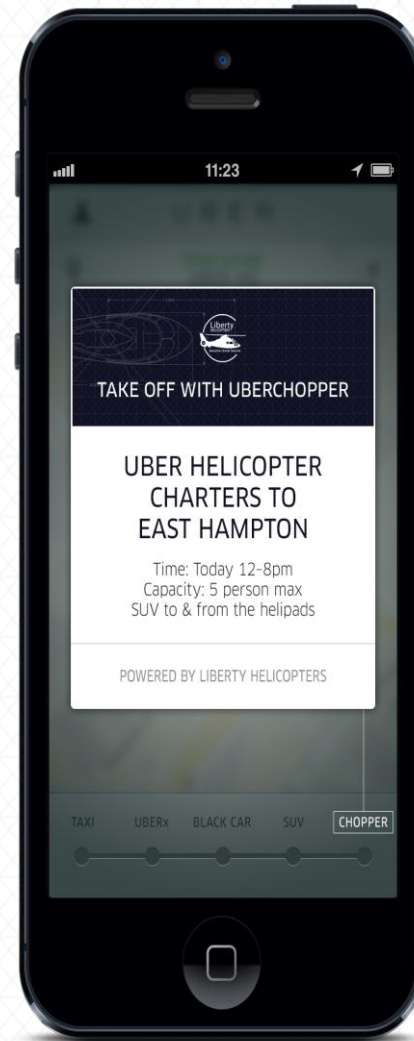


UberChopper

Helped save New Yorkers from the long,
congested drive to the Hamptons

#OMGUBERCHOPPER

3 million social impressions
Launched in conjunction with
Uber Black car/UberSUV



A man and a woman are sitting in the back of a car, smiling and taking a selfie with a smartphone. The man is holding a red rose in his mouth. The woman is holding the phone. The car's interior and a rainy window are visible in the background.

#UBERVALENTINES

A man in a dark suit is seen from behind, looking out over a city street. In the foreground, the hood of a dark car is visible, with two American flags mounted on it. The street is filled with cars, and a Starbucks is visible in the background. The text "#UBERCADE" is overlaid in the center of the image.

#UBERCADE



#ICANHASUBERKITTENS

**SPREAD THE
#UBERLOVE**

U B E R

ALWAYS BE ON

U B E R

FIND INFLUENCE



Thank you.

FREE trip with promo code **IIADEEPPDIVE!**

U B E R