

AMB359
Strategic Marketing

Juanita Bradford	n9013458
Brooke Moore	n8827566
Ben Preston	n8799407
Luke Doig	n9138447
Frazer McLeod	n8795819

Prepared for:
Erin Su
Shane Matthews

UberEATS Brisbane Brand Experience Toolkit

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Set the table, pull up a chair
UberEATS is putting Brisbane's best food
anywhere



UBER
EATS

Executive Summary

This Strategic Marketing Report is a close analysis of the current market environment, strategic objectives and plan for UberEATS (UE) to strategically enter the Brisbane market. It has been prepared ahead of the launch of UE in Brisbane and will present a range of short and long term SMART goals and three key executive strategies in order for the firm to succeed in its market entry.

The two primary target segments that demonstrated most profitability and sustainability in the customer analysis were the Young Professionals and High-end Restaurants. A competitor analysis identified Deliveroo and Foodora as direct competitors and Menulog, Eatnow.com and Delivery Hero as indirect competitors. A market and submarket analysis highlighted that the market is attractive due to growth opportunities with emerging submarkets such as vegetarianism. The environmental analysis revealed trends including developments of self-driving vehicles and growth in vegetarianism. Two strategic uncertainties were identified as technological unpredictability and economic uncertainty - both of which had a high level of impact.

Three short term and long term SMART goals were identified. The first short term goal advised to enhance the user experience of the UE interface to create an advantage and value proposition. The second proposed to establish 10 Uber Chef relationships by 2017 financial year (FY). The last suggests that 1,000 App Downloads by the 7th of November 2016.

The first long term goal advised to increase in market share of the Young Professionals segment by 50 per cent by 2017 FY. The second proposed that 5,000 weekly active users are to be reached by 2017 FY. The last suggests that 50 premium restaurants, 30 mid-tier restaurants and catering partners are to be added to the firm's database by 2017 FY.

For the purpose of achieving such goals, a three tier execution strategy was proposed. Firstly it was proposed to leverage the firm's existing logistic capabilities and diversifying its distribution to increase value proposition and customer satisfaction. Secondly, it was advised to enhance the user interface to include vegetarian and other preferences. Thirdly, it was suggested that three outdoor marketing activities and a post launch digital marketing campaign were implemented in order to increase brand equity and B2B relationships. Lastly the budget allocation for the mentioned activities reached \$249,532, which has included all activities for under the assigned budget of \$250,000.



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1.0 Introduction

After its great success in the United States, UberEATS (UE) is expanding its global market share and establishing its brand name in the Australian and soon to be Brisbane market.

The mobile application specialises in the online food service delivery market as an intermediary service that aims to bridge the gap between restaurants and consumers. This strategic marketing report aims to analyse the current market environment, identify preliminary strategic objectives for UE, establish key SMART goals and define and justify the execution strategy.



2.1 Customer Analysis

As UE is an intermediary service, the customer analysis had to identify two segments. The first segment analyses the App users on the service receiving end. Whereas, the second segment identifies the service offering end. The Young Professionals segment were the most profitable and sustainable segment due to their disposable income, proximity to the service availability area and need for takeaway food on demand.

Similarly, the High-end Restaurants were the most profitable and sustainable due to their location and willingness to trial other casual trends in order to generate more growth (IBISWorld, 2016a).



2.1 Customer Analysis

Young Professionals

Demographics:

- Median income of \$53, 592 (ABS, 2011a)
- Walks or uses Public Transport to commute to work (ABS, 2012)
- 34 years of age
- Female and Male
- Professional occupation (Australian Bureau of Statistics (ABS), 2011a)
- Never married (ABS, 2011a)
- Lives or works within 5km of CBD (UberEATS, 2016)
- 26.9 per cent have a Bachelor Degree (ABS, 2011a)

Psychographics

- Cooking is an unnecessarily time-consuming chore. Would rather save the hassle with easy-to-prepare food or takeaway (Roy Morgan, 2016a)
- Values sense of community (McCrindle and Wolfinger, 2009)
- 51 per cent are heavily influenced by their peers (McCrindle and Wolfinger, 2009)
- Owns a smartphone (Sensis, 2016)
- Consumes little to no meat (Roy Morgan, 2016b)
- Visits a Quick Service Restaurant at least once a month (EMMA, 2014)
- Lacks the confidence to cook (EMMA, 2014)



2.1 Customer Analysis

Young Professionals

Digital Activity

- Access to broadband connection (ABS, 2011a)
- Accesses social media at least once a day and most active after work (Sensis, 2016)
- Social media is accessed predominantly in the home, work or on public transport (Sensis, 2016)
- Social network sites include, Facebook, LinkedIn Instagram and Snapchat (Sensis, 2016)
- Uses a smartphone to access social media (Sensis, 2016)

Unmet Needs

- The need for more vegetarian options on delivery (Roy Morgan, 2016b)
- The need to personalise service experience.



2.1 Customer Analysis

Mid to high-end restaurants

Demographics:

- Well established and trendy restaurant reputation
- Small non-franchise businesses
- Minimum 4 star google ratings
- Location within 3-5km of the CBD

Psychographics

- Willingness to embrace new casual trends in order to drive growth opportunities (IBISWorld, 2016a)
- Innovative and forward thinking business strategy

Digital Activity

- 60% of hospitality businesses use social media (Sensis 2016)
- Social media presences are amongst the highest for small businesses in QLD (Sensis, 2016)
- 83-90% of businesses advertise on social media (Sensis, 2016)
- Average social media budget is \$7,457 (Sensis, 2016)

Unmet needs

- Resources for delivery.
- The ability to scale their service beyond the bounds of the restaurant.



2.2 Competitor Analysis

In order to identify the competitors within the intermediate online food delivery service market, the customer-based approach was used. The direct UE competitors are Deliveroo and Foodora and their indirect competitors are Menulog, Eatnow.com and Delivery Hero.

UE's direct competitors currently possess most of the key assets UE acquired, as seen in Table 2.1.1 over the page. However, the most fundamental key asset they do not possess are Drivers and vehicles which are critical to improving service quality. Thus, UE is yet to compete with multiple, well-established platforms in the Queensland market.



2.2 Competitor Analysis



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Key Assets	Strength	Weakness
Technology (app)	UberEATS, Deliveroo, Foodora	Eatnow.com, Delivery Hero
Restaurant Partnerships (data)	UberEATS, Deliveroo, Foodora	Eatnow.com, Delivery Hero
Drivers & Vehicles	UberEATS	Deliveroo, Foodora, Eatnow.com, Delivery Hero, Menulog
Capital	UberEATS, Foodora, Deliveroo	Menulog, Eatnow.com, Delivery Hero
Global Brand Recognition	UberEATS, Foodora, Deliveroo	Menulog, Eatnow.com, Delivery Hero

Table 2.2.1 - Competitor Strength Grid

The perceptual map as seen in Figure 2.2.1, demonstrates the clear divide in competitors against two variables - fast service and high-quality restaurant partnerships. This indicates how UE is perceived as a high service quality provider which is indicative to customer loyalty, satisfaction and patronage (Wirtz, Lovelock & Chew, 2012).

2.2 Competitor Analysis

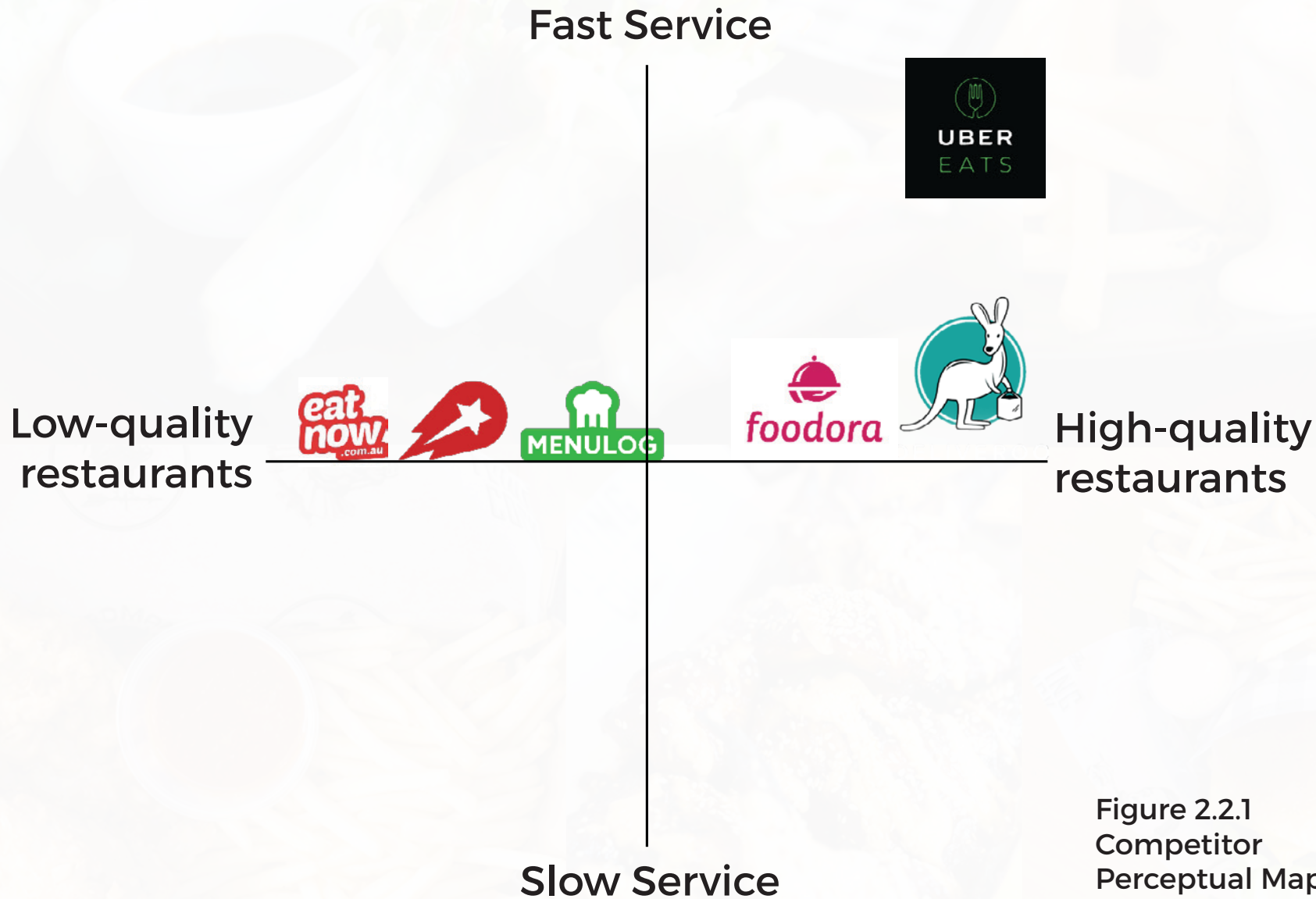


Figure 2.2.1
Competitor
Perceptual Map



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2.3 Market/Submarket Analysis

The intermediary online food delivery service market in Brisbane is an attractive market due to the small number of direct competitors. In addition to this, the market growth as seen in Table 2.3.1 is expected to increase in Queensland.

Trends and developments also mentioned in Table 2.3.1 indicate that there is a strong consumer trend towards vegetarianism and that technological advances may replace human drivers. This leads to the submarket of offering more vegetarian options and potentially alcohol in order to gain further market share.



2.3 Market/Submarket Analysis

Emerging Submarkets	Australians are 'eating less meat these days' and majority live in capital cities (Roy Morgan, 2016b). Restaurants recommended to revisit their vegetarian menu options (Roy Morgan, 2016b). Alcohol delivery. Another potential submarket to pursue is a publishing platform that rivals with the likes of Urban List, The Weekender and Zomato.
Actual and potential market and submarket size	Approximately 2 key competitors and 3 supplementary competitors. Consumers turning to delivery options is expected to grow by 2.6% over the next 5 years (IBISWorld, 2016a).
Market and submarket growth	Current market in a early growth stage. This is due to the increase of Queensland restaurants and density population (IBISWorld, 2016a).
Distribution systems	Both cars and bicycles are currently used as primary distribution systems (Menulog, 2016; Deliveroo, 2016).
Trends and developments	Vegetarianism is set to rise. 9.9 million Australians are 'eating less meat these days' (Roy Morgan, 2016b). Australians enjoying share foods (EMMA, 2014) Technological advances may replace the driver model, similar to DRU the autonomous delivery vehicle (Dominos, 2016).
Key success factors	Effective cost controls (IBISWorld, 2016a) and ethical employee standards. Ability to change goods in order to match current consumer tastes (IBISWorld, 2016a). The ability to remain technologically current in order to maintain service quality (IBISWorld, 2016b).



2.4 Environmental Analysis & Strategic Uncertainty

2.4.1 Technological trends

UBER Headquarters has recently investigated the technological opportunity of self-driving vehicles to replace human drivers. This transition into new technology could severely reduce distribution costs for the firm. The US division has indicated that the cost savings could be up to \$1.05 (USD) per Mile (Bloomberg, 2016).

2.4.2 Consumer trends

Roy Morgan (2016b) research revealed that vegetarianism is expected to rise. This consumer trend presents an opportunity for UE to introduce a submarket of vegetarian options to meet this consumer need (Roy Morgan, 2016b).

A burgeoning demographic trend is lone person households, which are projected to increase by 2.2 per cent each year (ABS, 2010). This demographic trend presents another opportunity as consumers may be more inclined to dine in compared to dining out alone.



2.4 Environmental Analysis & Strategic Uncertainty

2.4.4 Strategic Uncertainty

The two major strategic uncertainties that appear as inherently unpredictable are technological advances and the current Australian economic climate. Firstly, the technological advances of competitors suggests a high level of immediacy and impact. The possibility of competitors investing and investigating the possibility of new technologies could pose a large risk for the firm. Thus, it is recommended that resources are expended in order to gather information and stabilize the uncertainty in this area (Aaker, 2014, p. 86).

Secondly, the impact of economic uncertainty suggests a low level of immediacy, however a high level of impact. A pessimistic scenario relative to this economic uncertainty could be the economic trend of lower disposable income and consumers spending habits may become elastic due to the dire economic environment. Thus, it is recommended that monitoring of the economic environment is analysed further and contingencies are developed (Aaker, 2014, p.86).



2.5 Preliminary Strategic Options

Logistic Capabilities as Value Proposition

In order to gain a sustainable competitive advantage into the Brisbane, intermediate online food delivery service market, UE must consider leveraging its current logistic capabilities to enhance its value proposition.

Primary research revealed that competitors that utilised cars as their delivery system failed to maintain a high level of service quality. Thus, by effectively communicating the brand's current logistic capabilities achieved with Uber, UE can effectively position itself as a reliable provider (Aaker, 2014, p.116).

In addition, exploration into the the technological advances of self-driving vehicles could complement this strategy further.

Explore Submarkets

Particular focus should be made towards servicing the submarket of emerging vegetarians. As identified in 2.0 and 4.0, Vegetarianism is increasingly rising. Thus, it is recommended that UE considers such submarkets when finalising partnerships and App developments.



2.6 SMART Goals & Objectives

Table 2.6.1 - Short Term SMART Goals

Specific	Measurable	Attainable	Relevant	Timely
Enhance the user experience of the UE interface.	Measure orders that are placed through the UE interface improvements.	Resources already available to perform the modifications.	Allowing users to input their meal preferences will improve the predictive algorithm for meal order recommendations.	Monthly analytics reports will be downloaded and analysed from interface.
Establish 10 Uber Chef relationships by FY 2017.	Business Development Managers (BDMs) review weekly performance reports to track relationships established.	Existing brand power will encourage partner relationships in combination with an incentive program.	This will create unique value proposition that will support long term objective 1.	Onboard 2 chefs per month from November 2016 to FY 2017.
Reach 1,000 App Downloads by the 7th of November 2016.	Data reviewed everyday from App store.	Success supported by outdoor activation launch in combination with App store features.	This will set the foundations for success and indicate strategy performance.	App downloads and click habits reviewed daily to track user habits.



2.6 SMART Goals & Objectives



Table 2.6.1 - Long Term SMART Goals

Specific	Measurable	Attainable	Relevant	Timely
Increase market share of Young Professionals segment by 50 per cent by end of FY 2017.	Measured by calculating the total sales of UE by total industry sales over the specified period.	Success will be supported by current financial and human capital resources. This has also been trialled 2 other states.	This goal aligns with the firm's strategy to dominate each market that they choose to operate in.	Data analysts will review weekly performance reports to track success.
Reach 5,000 Weekly Active Users by end of FY 2017.	BDMs review data reports available in Google Play and the Apple Store on a daily basis.	Success created by ongoing scheduled marketing activities.	Will provide long term insight into the performance and engagement of the App.	App performance and engagement reviewed live in order to track user habits.
Build premium restaurant database to 50, mid-tier restaurants to 30 and catering partners to 30 by end of FY 2017.	BDMs review weekly performance reports to keep track of relationships established.	Restaurant partners will be driven by existing brand power and complimentary food photography (to portray premium service offering).	Will provide UE with a unique VP and strong B2B relations which will support the firm's objective 1.	KPI of onboarding 15 restaurants per month from November 2016 to FY 2017.

3.0 Execution Strategy

An execution strategy has been created to implement the above SMART goals. These specific activities provide a framework for how UE will achieve success and ensure that creating an advantage, value proposition, brand equity and relationship management are all considered.

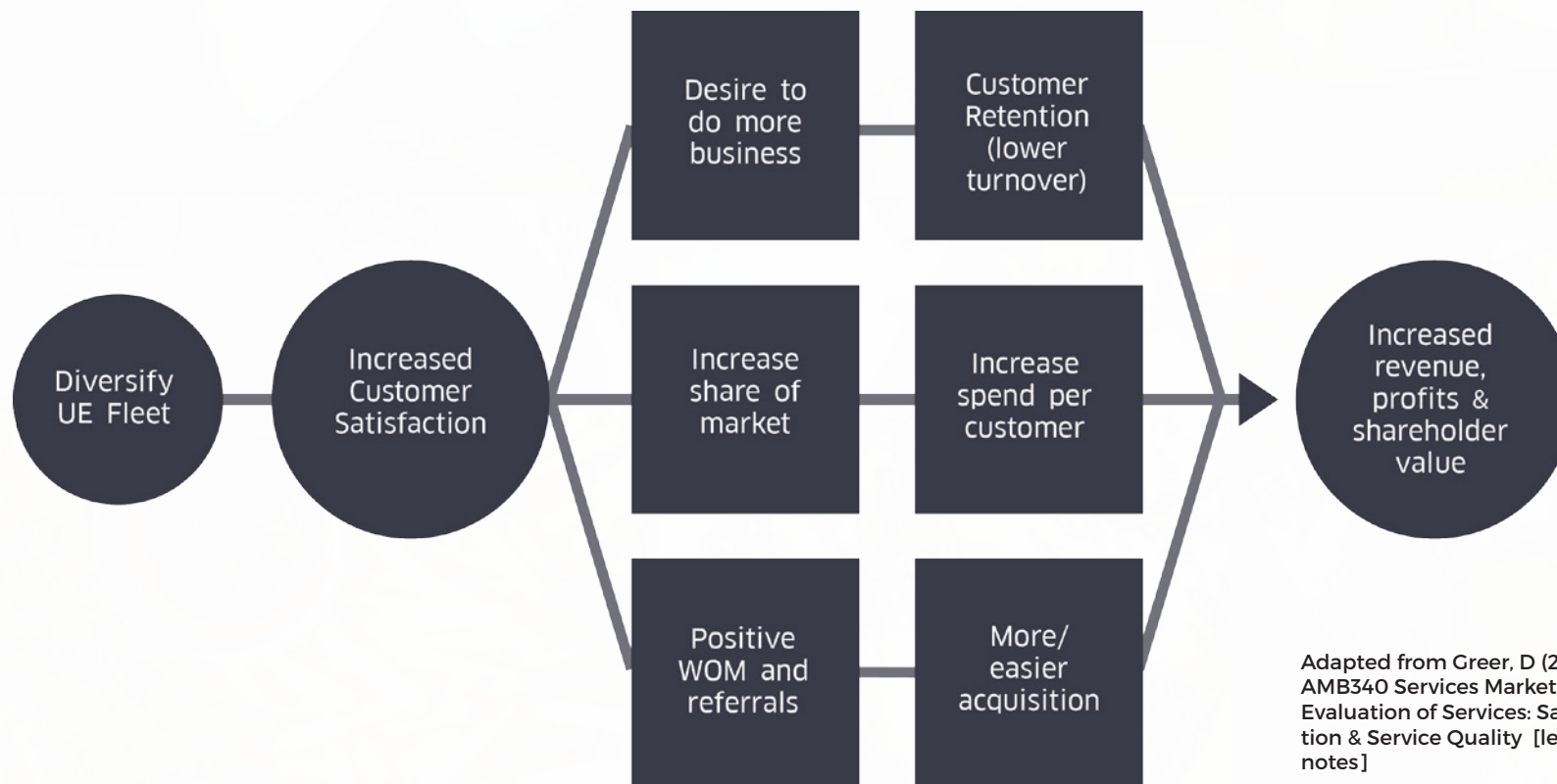
3.1 Leverage Existing Logistic Capabilities

To gain a sustainable competitive advantage in Brisbane's intermediate online food delivery service market, UE should leverage its current logistic capabilities to enhance its value proposition. Primary research revealed that competitors who utilised cars as their delivery system failed to maintain a high level of service quality. Thus, by effectively communicating the brand's current logistic capabilities achieved with Uber, UE can differentiate itself as a reliable provider in comparison to its competitors (Aaker, 2014, p.116). In addition, diversifying the fleet by offering bike delivery will enhance the distribution process. As seen in Figure 3.1.1, enhancing the distribution process encourages positive consumer behaviours such as customer satisfaction and brand loyalty. Thus, increased market share can be achieved by implementing this strategy. This value proposition will be communicated through digital marketing activities to ensure consumers recognise UE's efficient distribution systems.



3.0 Execution Strategy

In addition, diversifying the fleet by offering bike delivery will enhance the distribution process. As seen in Figure 3.1.1, enhancing the distribution process encourages positive consumer behaviours such as customer satisfaction and brand loyalty. Thus, increased market share can be achieved by implementing this strategy. This value proposition will be communicated through digital marketing activities to ensure consumers recognise UE's efficient distribution systems.



Adapted from Greer, D (2016). AMB340 Services Marketing: Evaluation of Services: Satisfaction & Service Quality [lecture notes]



3.0 Execution Strategy

3.2 Enhancing the Personal Experience

In order to increase repeat patronage and customer satisfaction the UE interface requires a number of additional features. Consumer research revealed that the target audience values vegetarian options as they eat little to no meat (Roy Morgan, 2016b).

In addition to this, the submarket and trends analysis revealed that vegetarian meals are a key submarket to offer. Therefore, the customisation of a service-based user interface will benefit both the developer and the consumer, as it empowers the user to personalise the platform to suit their needs (Hui and See, 2015).



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3.0 Execution Strategy

3.2 Enhancing the Personal Experience

Upon logging into UE for the first time, users will be prompted to link their Facebook profile which will provide suggestions based on their peers eating habits and page 'Likes'. Once users have completed their profile, the user will be prompted to specify their meal preferences such as raw, vegan, vegetarian or halal-approved meal options - new options.

Behavioural targeting capabilities will take full advantage of meta-data supplied by the users' smart devices (Kantrowitz, 2015) that will prompt purchasing of meals with time and location-sensitive triggers that push notifications to the user. Location-based 'geofencing' will trigger a push notification when the user enters a particular area, such as their train or bus station prior to their commute home. This will target users at optimal times as they are most receptive and active with digital media when commuting home from work on public transport (Greenwald, et. al, 2011, Sensis, 2016).

In order to further diversify its target market, UE will introduce a tiered pricing system similar to the slider system offered by the Uber App. Table 3.2.1 below outlines the tiered service offering. This system will fulfil the unmet need for consumers to personalise their service experience. Thus, leading to a positive enhancement in the pre-purchase, consumer experience and post-experience evaluation stages (Wirtz et al., 2012).

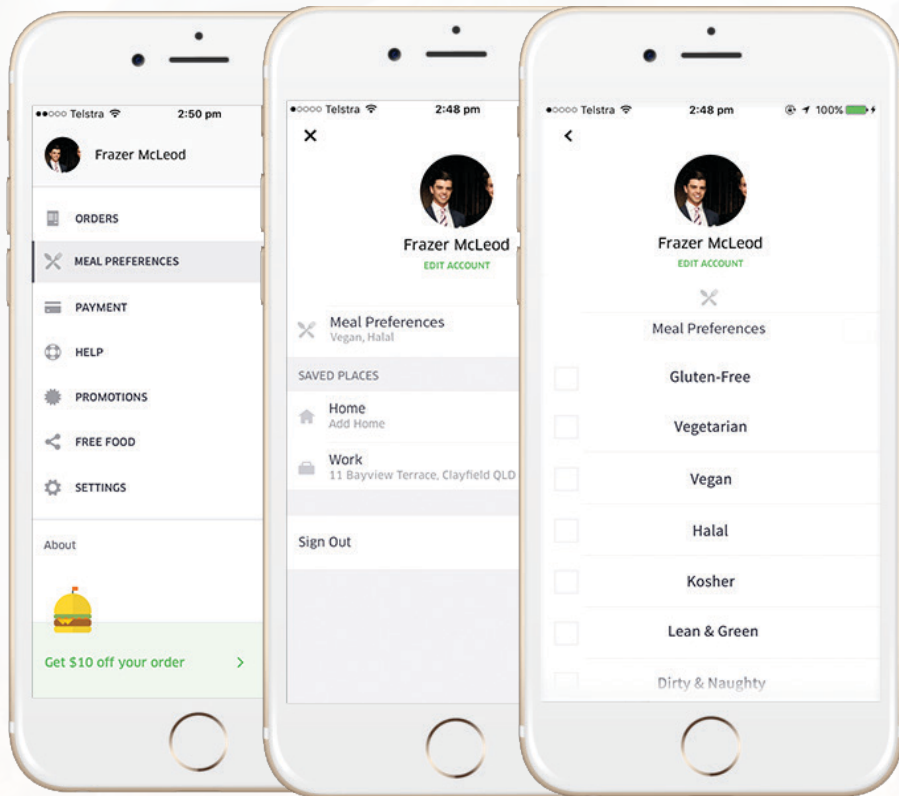


3.0 Execution Strategy

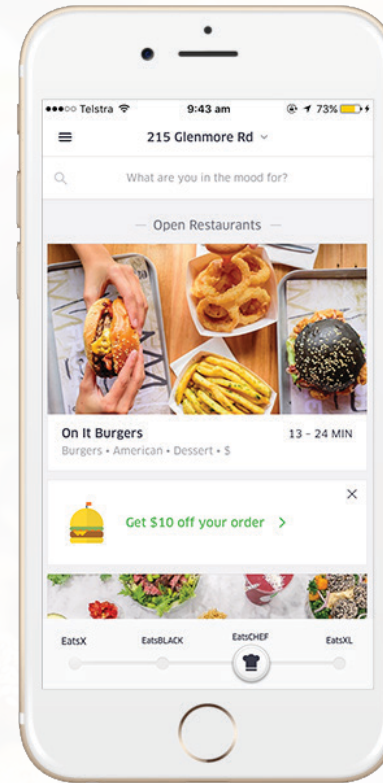
Interface Mockups



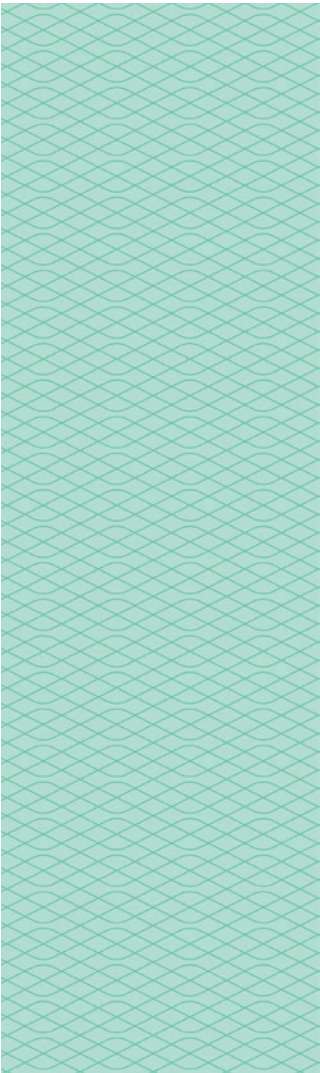
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3.2.1 - Meal Preferences



3.2.2 - Service Slider



3.0 Execution Strategy



UberEATS X	Fast, fresh, trending take-away food such as medium tier restaurants who also offer take away.
UberEATS Black	Fine-dining equivalent food that allows 'foodies' to enjoy their favourite dining destinations beyond the bounds of the restaurant dining room.
UberEATS Chef	First B2B Partnership opportunity: Participating restaurants can 'supply a chef' to cook intimate meals within customers' homes.
UberEATS XL	Second B2B Partnership opportunity: Participating restaurants occupy a market-style food truck and supply catering most ideal for large parties or celebrations.

Table 3.2.1 - UberEATS Tiered Service Offering

3.0 Execution Strategy

3.3 Enhanced Brand Equity & Relationship Management

In order to secure initial market share, it is proposed that a robust launch campaign is executed. The events will focus on building strong B2B relationships and creating brand awareness, which are both key brand assets that contribute to brand equity (Aaker, 2014). Brand awareness will be achieved through a pre-promotional digital campaign advertising the main Melbourne Cup Eat Street at King George Square which will correspond with the November 1 launch date (see appendices 1 and 2 for full event schedule and run sheet).

Digital content will be launched before November 1, to place cookies on prospective users in order to gain an audience before its full release. During the event, food will be sponsored by local restaurant partners of UE, which will allow for such relationships to strengthen and build on B2B relationships. For maximum impact the five consumer senses will be stimulated through innovative food, music, big screens and interactions with local chefs. Additionally, consumer hype will be created a day prior to the event, in the streets of Brisbane CBD. Race horses will be fitted with UE branded saddles and jockey costumes as seen in Figure 3.3.1.



3.0 Execution Strategy



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UE-branded cupcakes will encourage App downloads (as seen in Figure 3.3.2) by an incentivised competition prompting people to download the App with their chance to win a private “UberCHEF” experience in their own home. Upon downloading the App, a unique code from the cupcake will allow the user to enter the competition. Cupcakes as an edible promotional tool will allow UE to achieve larger conversion rates of the target market segment than print-direct marketing (Mortimer, 2011).

A multi-sensory brand experience will provide a memorable, engaging first encounter with UE, in turn raising brand equity by encouraging word-of-mouth and social spreadability (Zarantonello & Schmitt, 2012; Aaker, 2014).

Figure 3.3.1 - Horse Dressing Sponsorships



3.0 Execution Strategy



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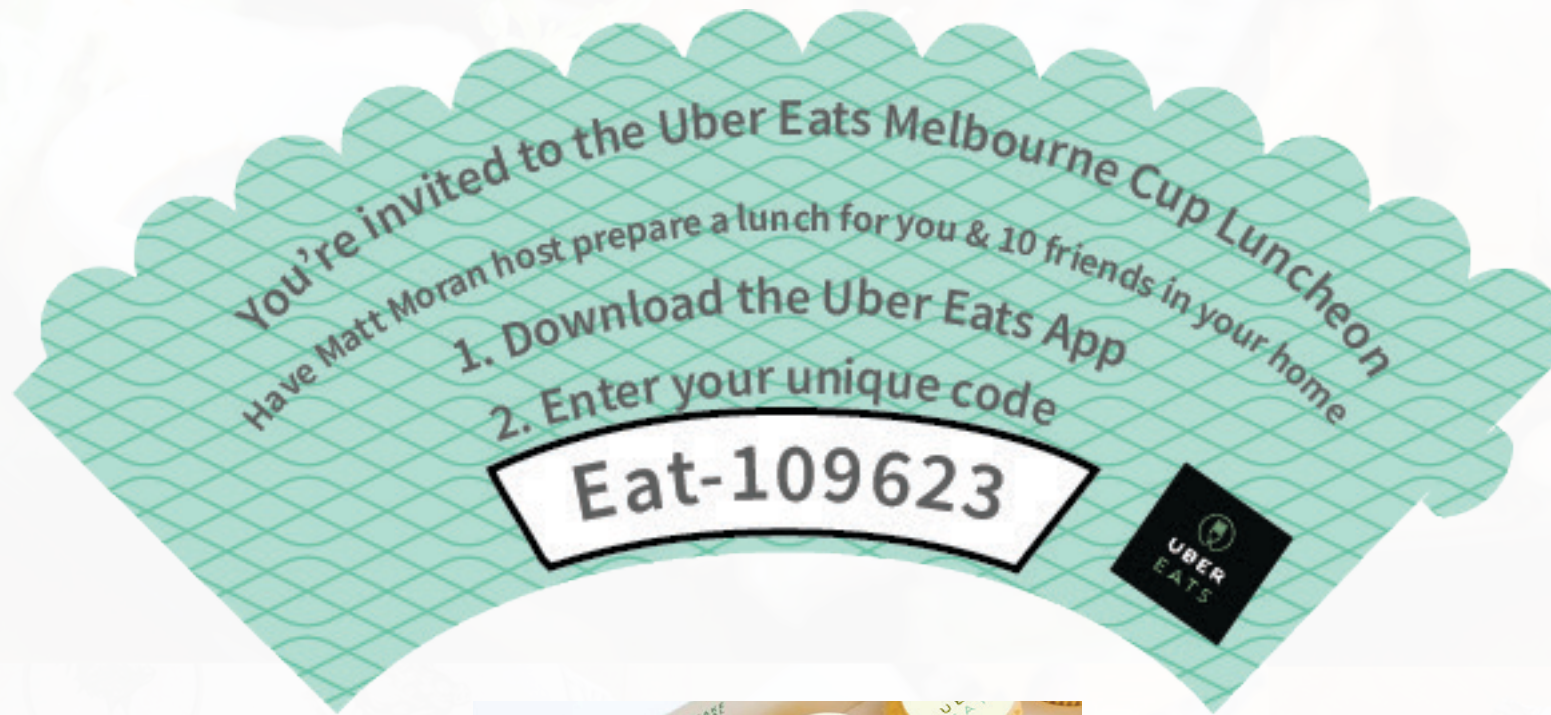
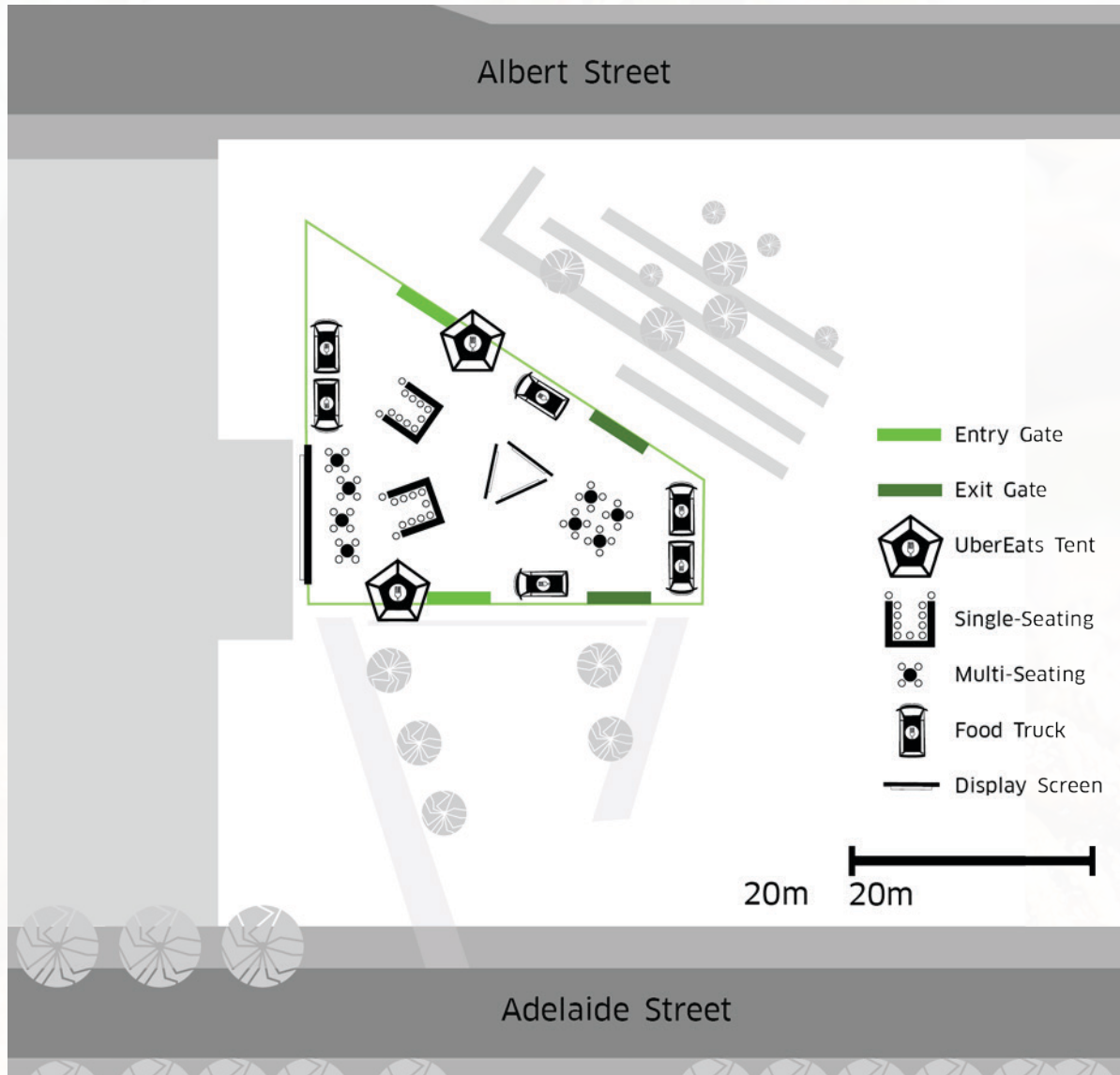


Figure 3.3.2
Edible Flyers

3.0 Execution Strategy

Figure 3.3.3 - Activation Site Plan



3.0 Execution Strategy

Brand equity will be further maintained by implementing two corporate social responsibility (CSR) events. The first event will partner with well-known not-for-profit (NFP) organisation Orange Sky Laundry (OSL) to provide food to the homeless alongside OSL's laundry service. This event will run in conjunction with the launch of UberEatsXL and in particular the food van option. OSL was selected as the most well aligned NFP organisation that coordinated well with UE's vision to belief of moving something from A to B.

The second event will partner with the Salvation Army for their annual Christmas Lunch event for the homeless. This event will also run in conjunction with the launch of UberEATSXL and the UberCHEF option. Leveraging these events will enhance the image and reputation of the firm and subsequently increase brand equity (Fatma, Zillur and Khan, 2015). Thus, the two CSR events will positively influence the purchasing decisions of consumers as it influences consumers perceptions of the brand and UE as a whole (Nguyen and Oyotode, 2015).



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3.0 Execution Strategy

Lastly, in order to expand brand equity throughout the entirety of the campaign UE will engage in digital brand awareness activities throughout December. This activity will work in collaboration with Urban List (UL), whom have a unique viewership of 360,000 per month.

The activities will combine an editorial piece, email direct marketing, social media advertising and banner display ads. This combination of digital marketing will repeatedly expose the brand to the target market subsequently enhancing their perception of UE. Thus, the UL digital activities will increase brand loyalty and brand equity through channels that the target audience is most active on (Sääksjärvi, 2015; Sensis, 2016). Figure 3.3.3 below demonstrates the length and schedule of these three events.



3.0 Execution Strategy

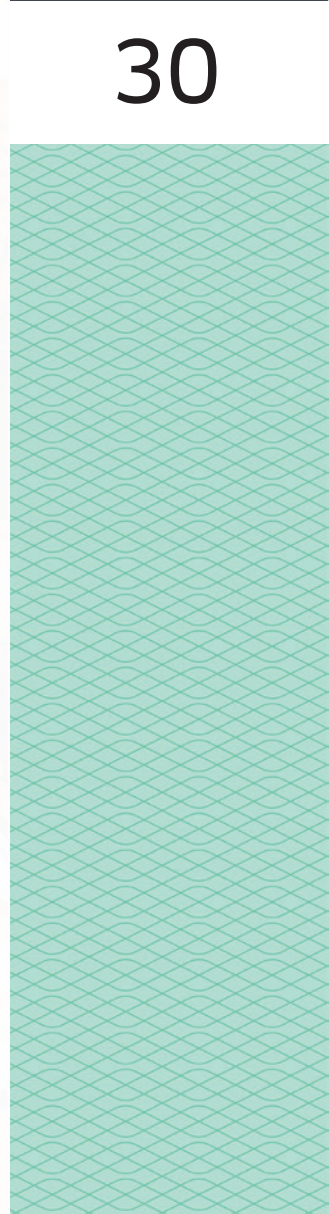
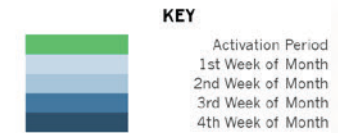
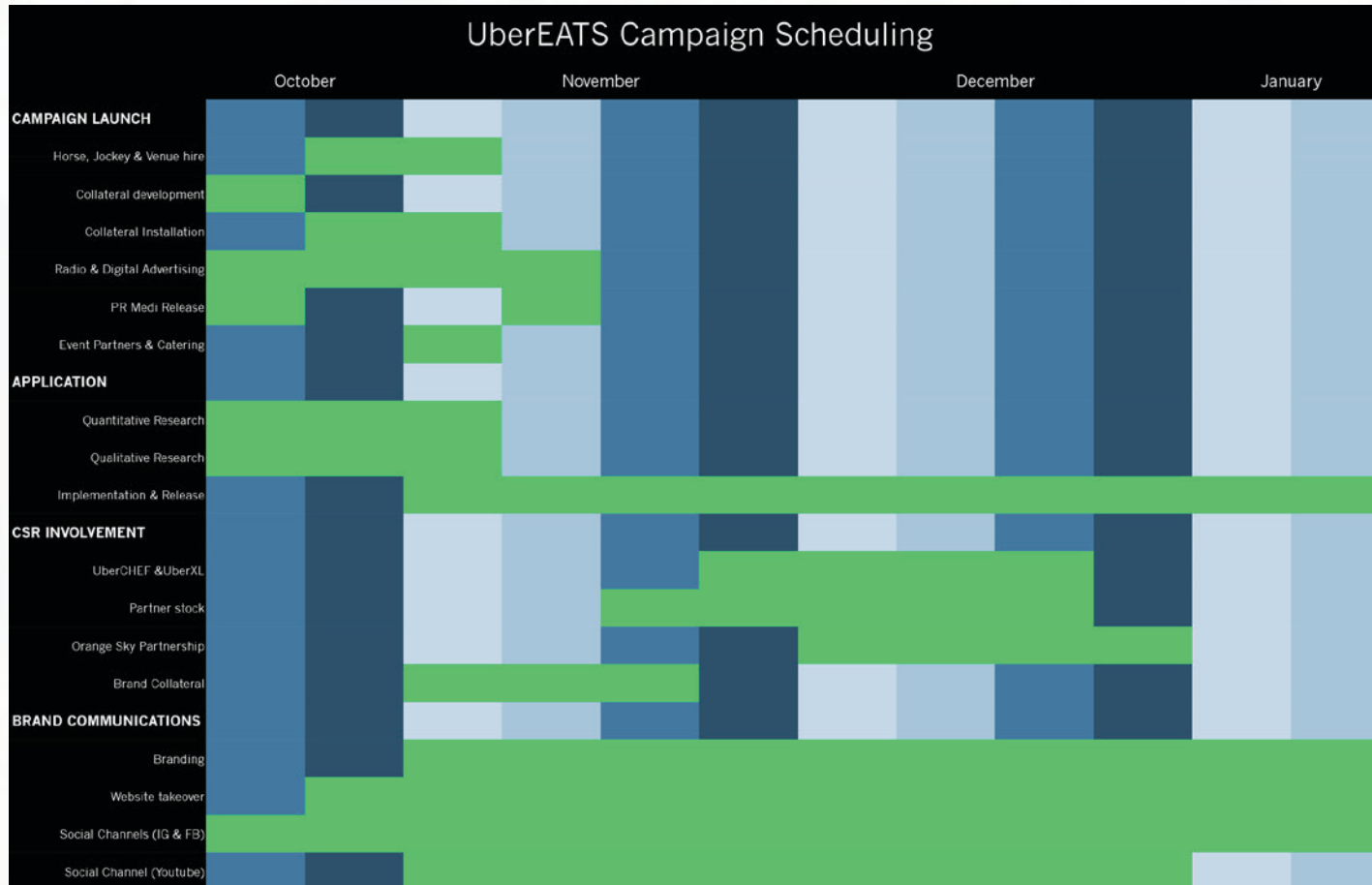
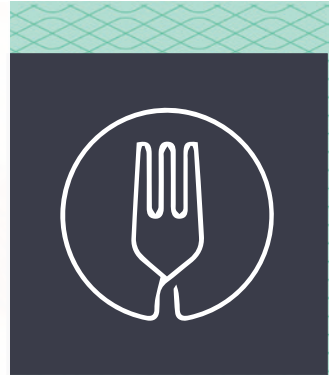


Figure 3.3.3 - UberEATS Promotional Campaign Schedule

3.0 Execution Strategy

3.4 Budget

The budget has been allocated across four key areas (Figure 3.4.1) during the 3-month campaign cycle. An itemised breakdown of the allocation is provided in appendices 3.

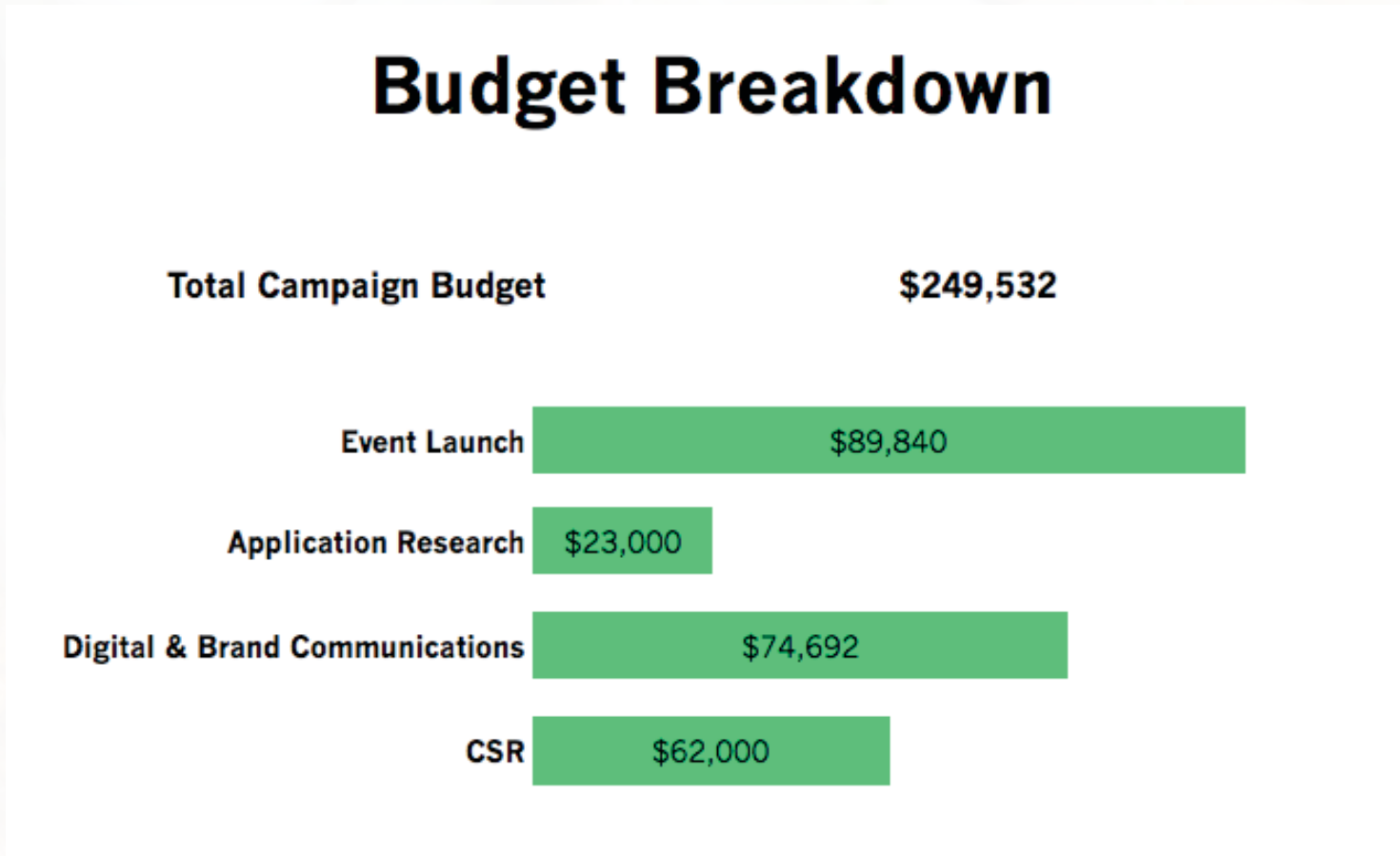


Figure 3.4.1- Campaign Budget Allocation

3.0 Execution Strategy

The majority share of the budget has been allocated to the Melbourne Cup Event (\$89,840). This allocation has allowed for the initial SMART goals of securing market share, establishing strong brand awareness and ongoing B2B relationships to be realised. The cost of maintaining brand awareness via digital marketing activities and continuing the conversations of UE totalled to \$74,692.

It is proposed that click ads on YouTube, Facebook and Instagram are purchased on a light, heavy, medium weighted schedule. The CSR involvement attributes to \$62,000 of the budget allocation. This is to cater for the collaboration with OSL and the ongoing support for this area of the business.

The remaining \$23,000 has been directed towards quantitative and qualitative user experience research which ensure that the service quality of the App is increased.



4.0 Conclusion

This strategic marketing report provides UE with a robust strategy to gain a competitive advantage in the Brisbane online food service delivery market. The report has provided an analysis of the current market environment, identified preliminary strategic objectives and has established three short term and long term SMART goals.

The execution strategies have focused on the four overarching concepts of value proposition, creating advantage, building brand equity and relationship management all within the allocation of the budget.

These concepts build the platform for creating strong relationships with consumers and business partners, which ultimately is the key to dominating market share.



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Appendix

Appendix 1 - Melbourne Cup Launch Events



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Strategy	Date	Task	Method	Responsible
Pre-Promo Digital Campaign	October 3 2016	Multi-channel distribution outlined in budget in Appendix item 3	Refer to mockup below	Digital Marketing Team
Horse Gathering	October 10 2016	Arrange 5 horses for launch in CBD	Contact HIRE A HORSE http://hireahorse.com.au/ Confirm price and finalise deal	PR Team
Collateral	October 17 2016	Arrange all collateral for marketing, including the cupcake wrapper with the individual code for prizes	Contact printing company Arrange for collateral to be delivered to Head Office by October 28	PR Team
Sponsorships	October 17 2016	Secure 5 restaurants to be advertised on the horse saddle	Negotiate deals with restaurant partners Restaurant partners will be responsible for providing food on the day	Sales Team

Appendix

Appendix 1 - Melbourne Cup Launch Events



Strategy	Date	Task	Method	Responsible
Melbourne CUPcakes	October 17 2016	Arrange for 750 cup-cakes to be baked and ready for launch day	Contact Chester Street Bakery Alternate pricing in budget if Chester Street Bakery do not wish to partner for the event	Marketing Team / Chester Street Bakery
Food Vans / Stalls	October 3 - October 31st	Secure 5 food vans that will be providing lunches at KGS	Negotiate 5 restaurants to take part in the launch Coordinate menus and placement for the day	Sales Team

Appendix

Appendix 2 - Schedule of Events on Launch Day

Strategy	Time	Task	Responsible
Melbourne Cup Cake Competition (Day before launch)	8-10am	Branded (free) cupcakes given out to people on CBD streets, with secret code printed on inside of wrapper. People need to download the UE app, enter their code and see if they win!	Uber Cupcake task force
Horse Gathering + UE Bikes	10-1pm	Horses + riders and UE Bikes + Riders dressed up in Melbourne Cup race gear featuring local Sponsors branding. Handing out cupcakes and encouraging people to attend free lunch event to celebrate UE launch	Selected horse riders + Uber Bike Riders
Melbourne Cup Market Day Event	11 - 3pm	Food market set up inspired by Eat St Markets featuring the best from local restaurants UE has relationships with and giving people a taste of the service offering.	Restaurant owners + staff + Uber Staff
Close	3pm	Shut down event.	Event staff



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Appendix

Appendix 3 - Detailed Budget Breakdown

	Oct-16	Nov-16	Dec-16	Monthly Average	Total
Budget Total	73,992	123,740	51,800	20,794	249,532
Melbourne Cup Launch					
Horse & Jockey		5,000		5,000	5,000
Venue Hire		7,000		7,000	7,000
Entertainment		4,000		4,000	4,000
Guest list		1,000		1,000	1,000
Branding Collateral		4,000		4,000	4,000
Catering		15,000		15,000	15,000
Media (Photographer & Video coverage)		8,000		8,000	8,000
Staffing		4,000		4,000	4,000
PR firm	2,500	2,500		2,500	5,000
Screen hire for venue x 3 & install		6,500		6,500	6,500
Buffer for on the day. Any extra needs		6,000		6,000	6,000
Advertising (Mobile billboard on launch day and day before - mobile truck)		2,300		2,300	2,300
Radio placement (B105 & Nova placement during Drive and breakfast - 40 spots heavy weighted based on 30 sec ad)		22,040		22,040	22,040
Launch total	2,500	87,340	0	7,487	89,840



Appendix

Appendix 3 - Detailed Budget Breakdown (pt. 2)

Application Modification - User Experience Research

Qualitative Research	15,000			15,000	15,000
Quantitative Research	8,000			8,000	8,000
					0
Application Total	23,000	0	0	1,917	23,000

Brand Communications

Branding					0
Restaurant stickers	500	1,000	1,000	833	2,500
Newspaper Advertising					0
Web Advertising	40,000			40,000	40,000
Standardsite take over (Leaderboard, half page, MREC, mobile units)					0
3 month pulsing campaign take over of TheUrbanList Brisbane & Broadsheet Brisbane					0
Social Media Channels	6,192	12,000	8,000	8,731	26,192
Brand Awareness campaign with carousel image on Instagram and Facebook. Light, to heavy to medium weighted placement					0
Youtube 30sec ad placement	1,800	2,400	1,800	2,000	6,000
					0
Communications Total	48,492	15,400	10,800	6,224	74,692

CSR Involvement

UberCHEF		10,000	10,000	10,000	20,000
Supplys		8,000	8,000	8,000	16,000
Partnership with OrangeSky Laundry			20,000	20,000	20,000
Brand Collateral		3,000	3,000	3,000	6,000
CSR Total	0	21,000	41,000	5,167	62,000



Appendix

Appendix 4 - UberEATS Banner Advertisements



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UberEATS
Sponsored

Like Page

Your favourite restaurant's chef in your very own home.



Turn your kitchen into a restaurant with UberCHEF

Introducing UberCHEF
Book Now via UberEATS

UBEREATS | UBERCHEF

Book Now

20 562 Comments 311 Shares

Like Comment Share

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Sponsored

Like Page

UberEATS | Now in Brisbane



Your favourite restaurant
At your home with UberEATS

Meals Delivered, Fast
Order Yours Now

UBER EATS BRISBANE

Book Now


20 562 Comments 311 Shares

Like Comment Share

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Like Page

UberEATS | Now in Brisbane



Working late?
Eat earlier with UberEATS

Meals Delivered, Fast
Order Yours Now

UBER EATS BRISBANE

Book Now

20 562 Comments 311 Shares

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Appendix

Appendix 5 - UberEATS Publishing Platform Mockup



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