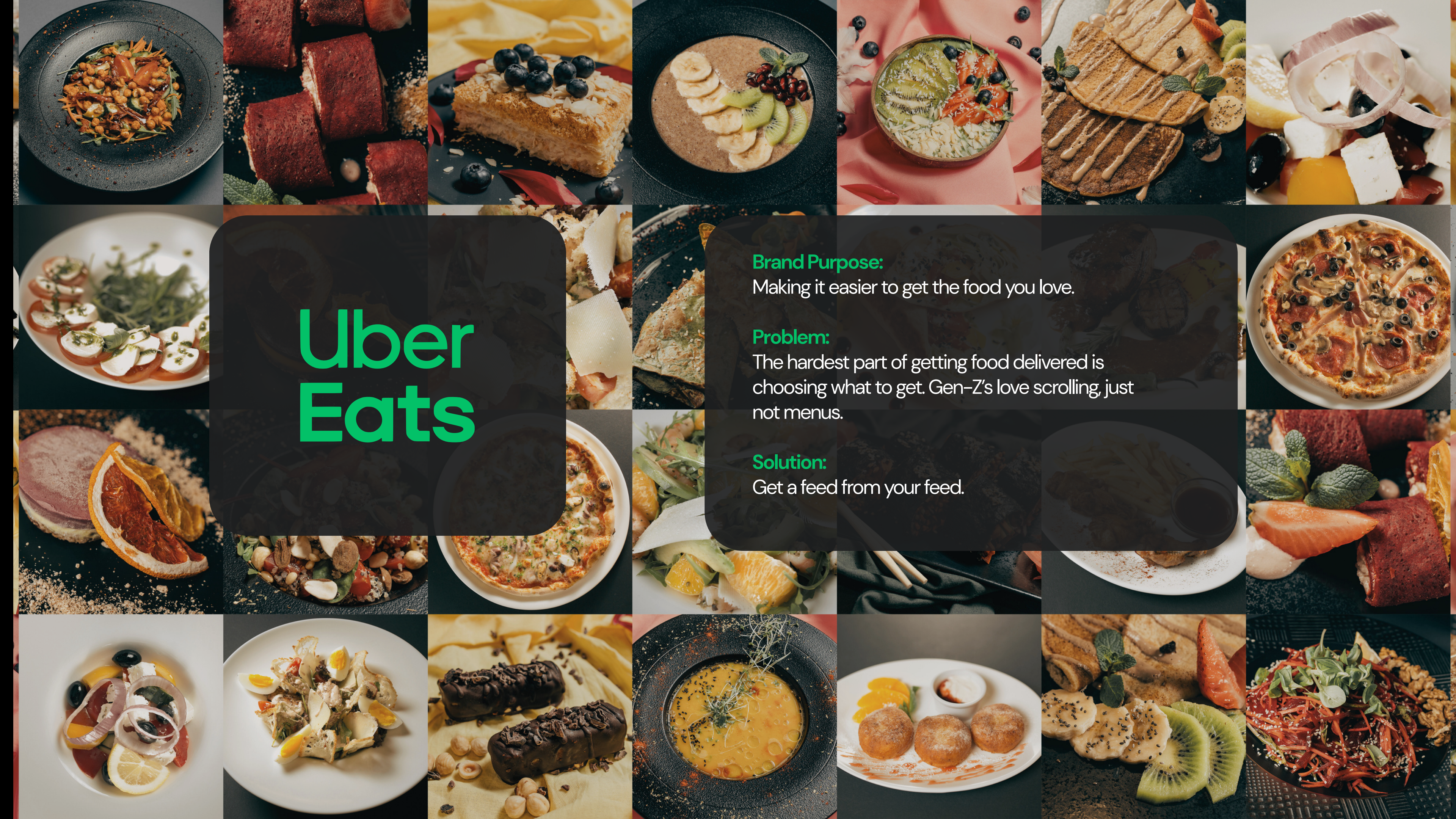




Uber Eats

Brand Purpose:

Making it easier to get the food you love.

Problem:

The hardest part of getting food delivered is choosing what to get. Gen-Z's love scrolling, just not menus.

Solution:

Get a feed from your feed.

“72% of Gen Z get food ideas from platforms like
TikTok and Instagram”

NEW YORK POST

“74% of diners choose where to eat based on social
media and 22% return because of it”

[cropink]



YOUR FEED FEED

Stop scrolling through menus and start scrolling your feed. When the kai you need hits your feed feed, order it straight from the video.

Feed in 10 mins?

HOW DOES IT WORK?

