





A CASE STUDY OF UBER



What is Uber all about?

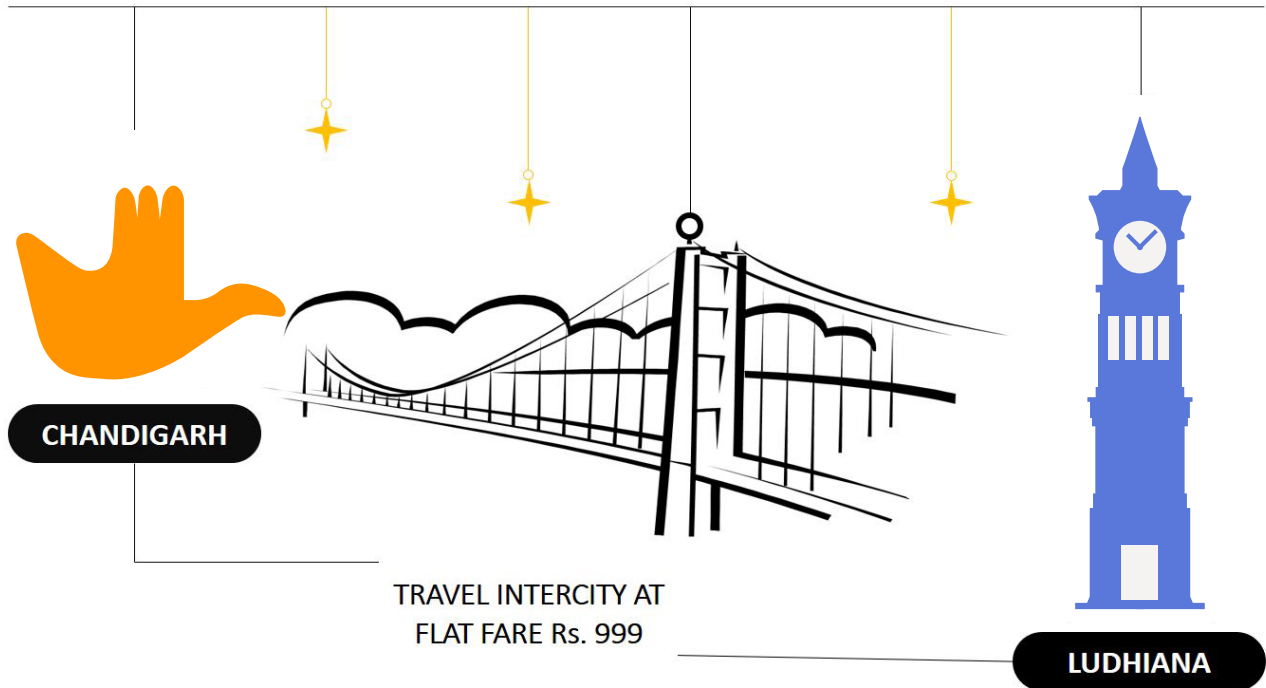
In 2015, Uber was on the hunt for building the largest point-to-point transportation network while aiming at transforming the way the world moves. In contrast to traditional transportation logistics companies like FedEx, Uber owns a lightweight infrastructure: it owns no vehicles, pays no vehicle maintenance costs, and employs no drivers. The company is based on peer-to-peer coordination between drivers and passengers, driven by advanced software.

Purpose

-  As the app of uber rolled out, the company was(is) on the mission to increase the number of subscribers.
-  No doubt the company has a wider range of users across the cities, but the company was seriously missing out on Chandigarh.
-  Figuring out the nearest cities travelled by, the company came to know that the most chandigarhians travel from Chandigarh to Ludhiana.
-  This leads to an idea of intercity rides.

Idea

The company decided to launch a campaign, named “Uber intercity Rides at just Rs 999.”



The marketing team of Uber took no time for preparing the blueprint for the campaign.

The team decided to take advantage of Digital marketing, especially, Video Digital Marketing to drive the campaign.

Problem

One of the major problems of the company was to market this idea across Chandigarh.

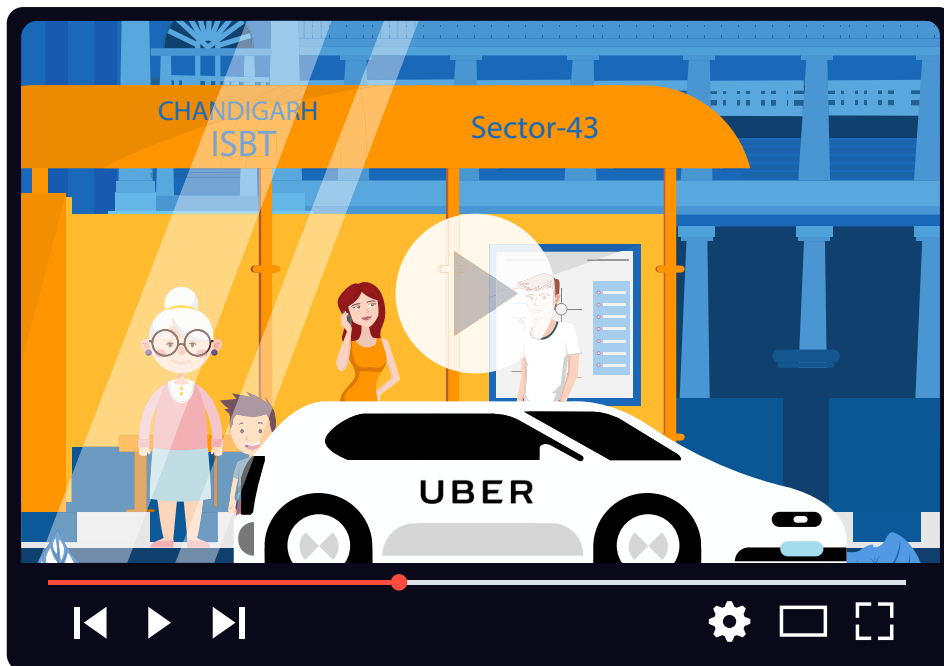
Other problems were

- Get the higher number of subscribers.
- Prompt people to use uber over boarding buses.
- Trust Building of subscribers.

Requirements

As the goal was comprehensive marketing of Uber Intercity ride, Uber marketing head, Jatin Aggarwal, looked for a company that can help achieve goals.

The marketing team wanted a short video that could highlight a big message of the campaign.



The requirements included

- Quality videos
- Clean graphics
- Clear message

After contacting so many companies in Chandigarh and Mohali, their search ends at Webdew Pvt Ltd, a web development company.

Conditions of the client

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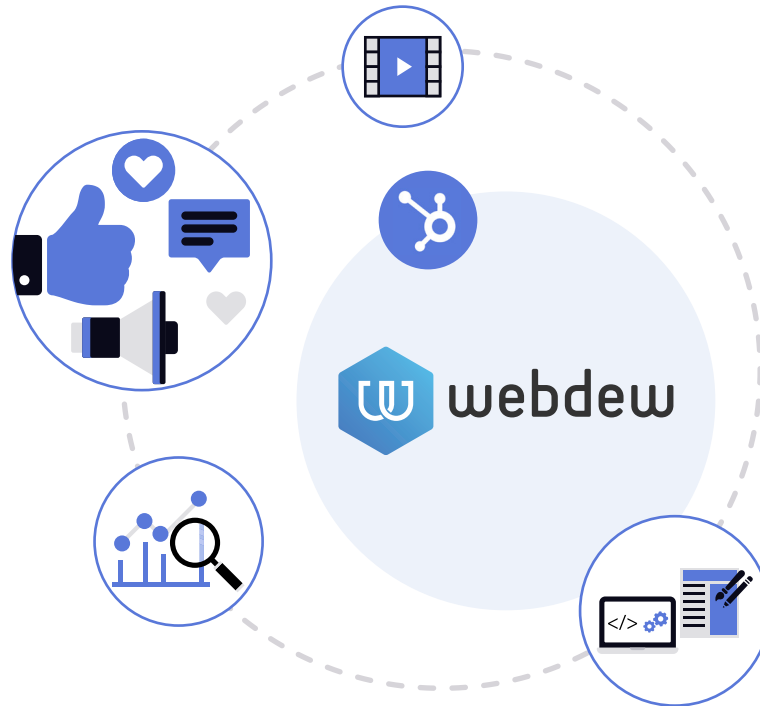
- Follow the style guide of Uber.
- The video should not be longer than 30 sec.
- Meet the latest standards.
- Delivery of the message.
- Provide storyboard before beginning with the video.
- The script should be short, crisp, and precise.
- No loopholes.



What is Webdew all about?

Webdew is a web development company, holding a good hand in marketing, including search engine optimization, search engine marketing, search engine advertising, social media optimization, social media marketing, e-commerce solutions, digital marketing intelligence, and market research.

Our highly dedicated personnel is a group of HubSpot certified digital marketing experts, business analysts, web designers & developers.



We are also a full-fledged website design company with our core in PHP web development services, responsive website design services, HTML5 website design services, e-commerce website design services & WordPress website design services.

What makes webdew fit the bill.

- Proven track record
- Upfront communication
- Good turnaround time
- Experienced professionals
- Quality work

How we started the video making process?

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Discovery

Prior to starting the video, video artists took time to understand the business, product or idea in a bid to cover the target market, traveller's pain points and offers.



Script

For a big brand like Uber, our goal was to write a highly engaging script. We have subject matter experts to convert a client's brand story into a script that will communicate the message in the best way. After writing the script, we forwarded to the client to get the approval.



Story Board

Then we move onto the storyboard. The storyboard acts like a visual roadmap for the explainer video. The images include quick sketches or mockups to convey an overall idea.

Fortunately, the client was impressed with the sketches in our first attempt and gave us the green signal, to start the process of the video.

We offer professional voice-overs for videos. But our client wanted to keep the video voice-over free while delivering the message through graphics.

It was not a challenge for us as we had already worked on this type of videos.



Custom Design

We always a custom fit explainer video for brands. We don't compromise with philosophy and identity and keep sync amongst characters, color, fonts, graphics and illustrations. For example, Uber preferred the color blue for the video, and we did the same.



Animation

We preplanned the animation to meet the expectations of the client.



Delivery

After completing the animation, we uploaded a preview video for the client to review. This video included final animation, stock music and polished design. We had delivered the video before the deadline that is one week.

The client took no time in responding to us. He was happy as the video met his requirements.

The success of Uber's campaign

As the video went live, the company got tremendous response in Chandigarh.

All thanks to our video, the company enjoyed more than expected number of subscribers.

We got a good feedback from our client. Moreover, he recommended us to other companies as well.

