

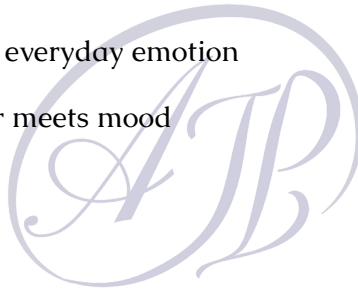
Mood. Menu. Moved! **(Uber Eats)**

Campaign Requirements:

- Goal: Increase frequency of app use among young adults (18–35).
- Problem: Uber Eats is seen as a utility, not a vibe.
- Solution: Emotion-driven campaign linking food choices to moods.
- Duration: 1 Month
- Medium: Social Media, Digital, OTT, Influencer Reels
- Type: Mood-based food delivery content & local pop culture tie-ins.

Desired Brand Image:

- Relatable and embedded in everyday emotion
- The go-to app when hunger meets mood
- Young, clever, relevant
- Style and tone:
 - Conversational
 - Witty
 - Mood-based storytelling



Target Audience:

- Demographics:
 - 18–35, urban dwellers, students, young professionals
- Lifestyle:
 - Emotion-led buyers, social media users, meme lovers, convenience seekers
- Type of User:
 - Habitual eaters, binge-watchers, late-night snackers, breakup-orderers

Mandatory Inclusions and Intentions:

- All advertisements must have:
 - Uber Eats Logo/logomark (depending on the available space)
 - Colour palette – black, green, and white (brand shades)
 - Mood focused copy with clever local food tie-ins
 - Simple visual –
- Intentions of the campaign:
 - Strengthen app engagement
 - Encourage habitual ordering behaviour
 - Position Uber Eats as an everyday emotional companion

Single-minded Proposition:

- Whatever your mood, we've got the food
- Bad day? Tap away
- Crave it. Scroll it. Eat it.
- Food that gets your vibe
- Not just meals. Feelings on a plate
- Hashtags:
 - #MoodMenuMoved
 - #VibeDelivered
 - #EmotionInEveryBite
 - #FeelsOnAPlate



Sample Ad:

