



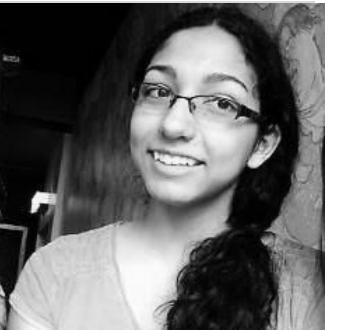
DOORDASH

TACTICAL MEDIA RECOMMENDATION

July 12, 2019



MEET THE TEAM



Alexandria Procell
Intern, Planning



Ambar Mercedes
Intern, Planning



Amy Xie
Intern, Content



Axel Romano
Intern, Planning



Carlos Ramirez
Intern, Audience Science



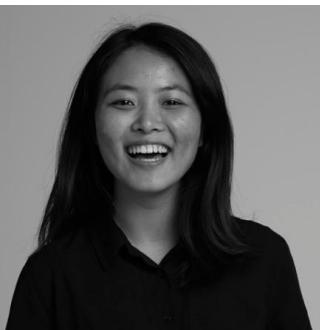
Debbie Lee
Intern, Paid Search



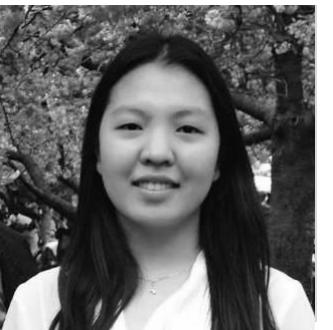
Mauro Orellana
Intern, Planning



Michael Skowronek
Intern, Programmatic



Jamie Yang
Intern, Data Science



Xiao Chen
Intern, Paid Social

AGENDA

- INTRODUCTION
- ABOUT OUR AUDIENCE
- COMPETITIVE ANALYSIS
- WHY IS DOORDASH DIFFERENT?
- OUR STRATEGY
- TACTICAL MEDIA PLAN
- FLOWCHART
- QUESTIONS?

PLANNING PARAMETERS

Objective:

Increase unaided brand awareness and differentiation

Target Audience:

Ambitious Pros and Proactive Planners

Flight:

September 1st- December 31st, 2019

Budget:

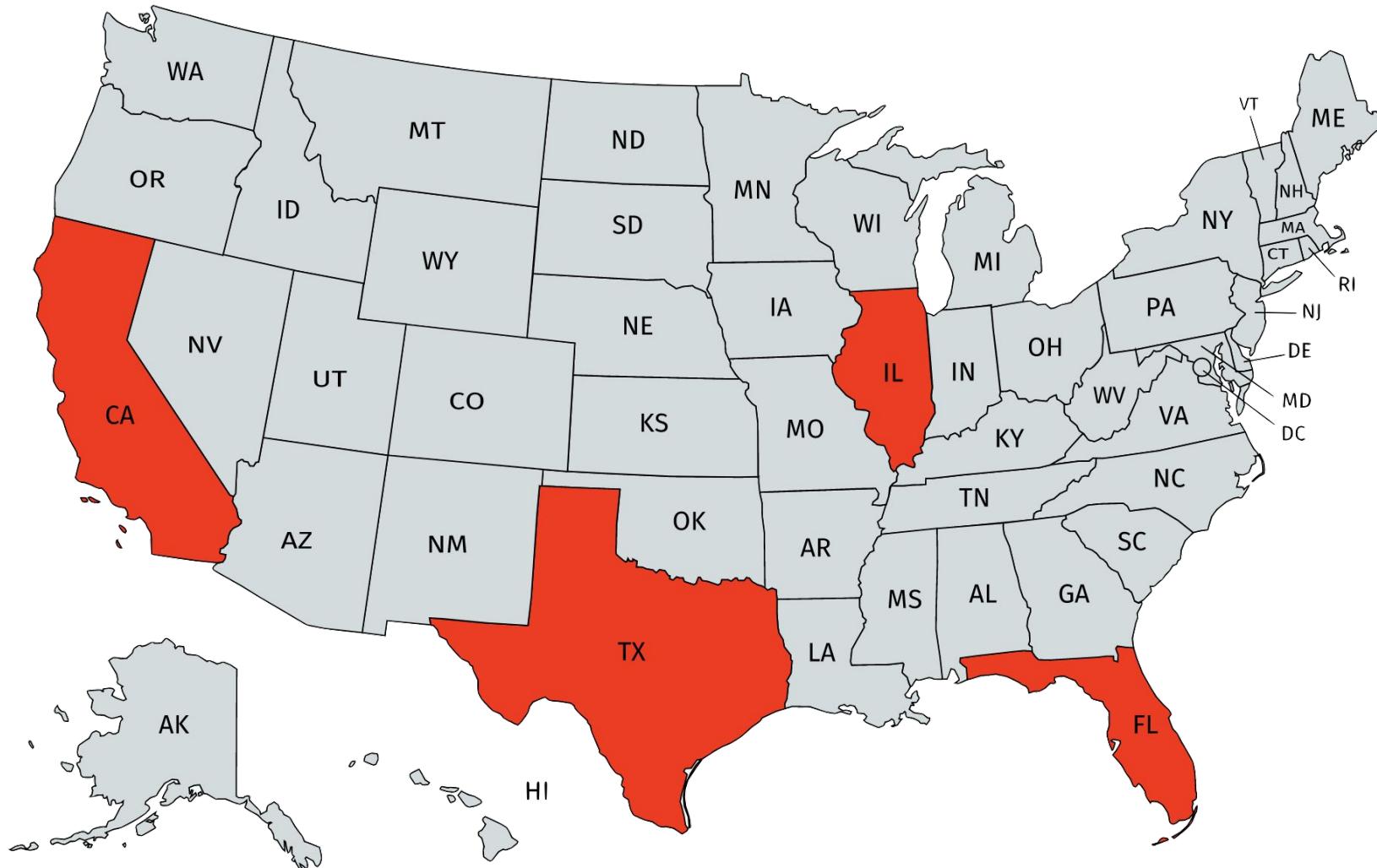
\$ 90MM

Key Performance Indicator (KPI):

- Increased brand awareness
- Net new customers
- Growth in market share



FOCUSSED MARKET



ABOUT OUR AUDIENCE.



Ambitious Pro

- Orders food at least three times a week.
- Commutes via public transportation.
- Sports fanatic, especially basketball, baseball, and football
- Active on Reddit, IG, and Twitter.
- Streams on Spotify all the time.



MEET JUSTIN

"I'm always ordering delivery so that I don't have to cook."

Age: 27

Relationship: Single

Location: Chicago, IL

Job: Manager at a marketing agency

MEET KARLA

"Planning ahead is how I stay ahead. I order to save time."

Age: 33

Relationship: Married

Location: Los Angeles, CA

Job: Research analyst at a financial firm



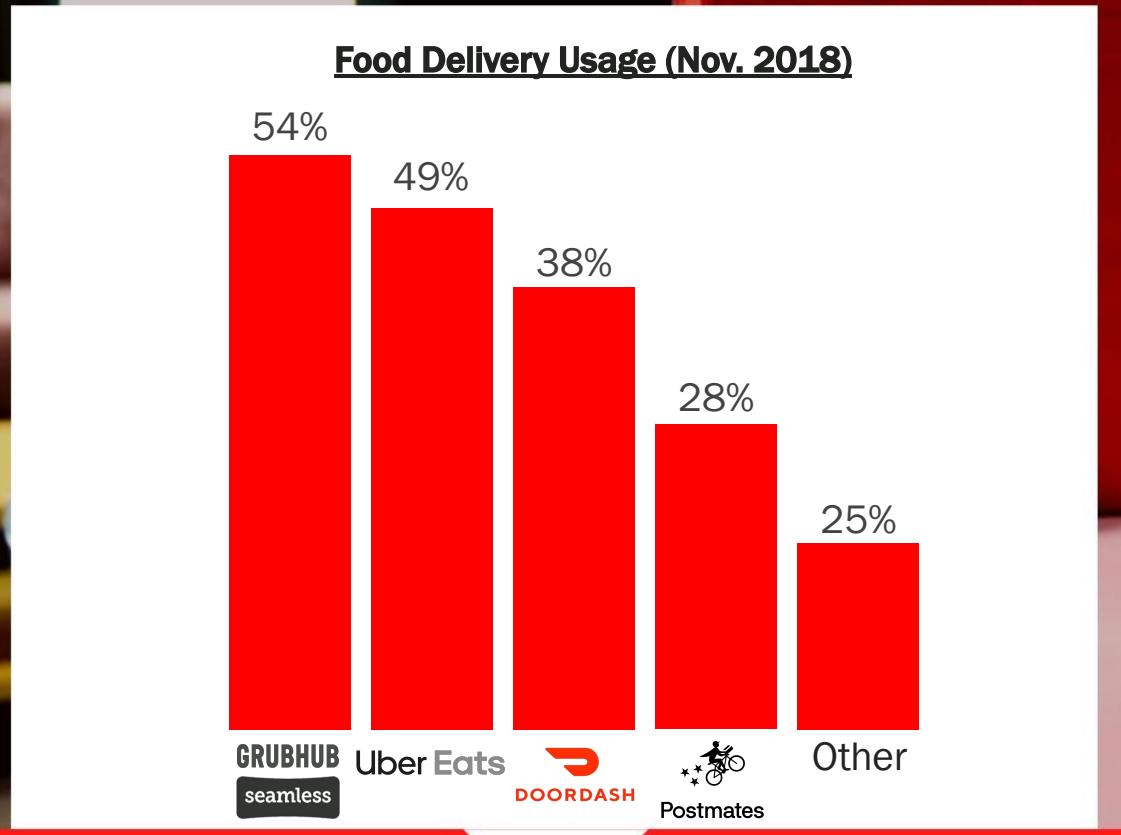
Proactive Planner

- Orders food at least twice a week.
- Commutes via car.
- Parent of a year-old daughter.
- Active on Pinterest, IG, Facebook.
- Watches Amazon Prime and Hulu.
- Hosts dinner parties with friends and family.

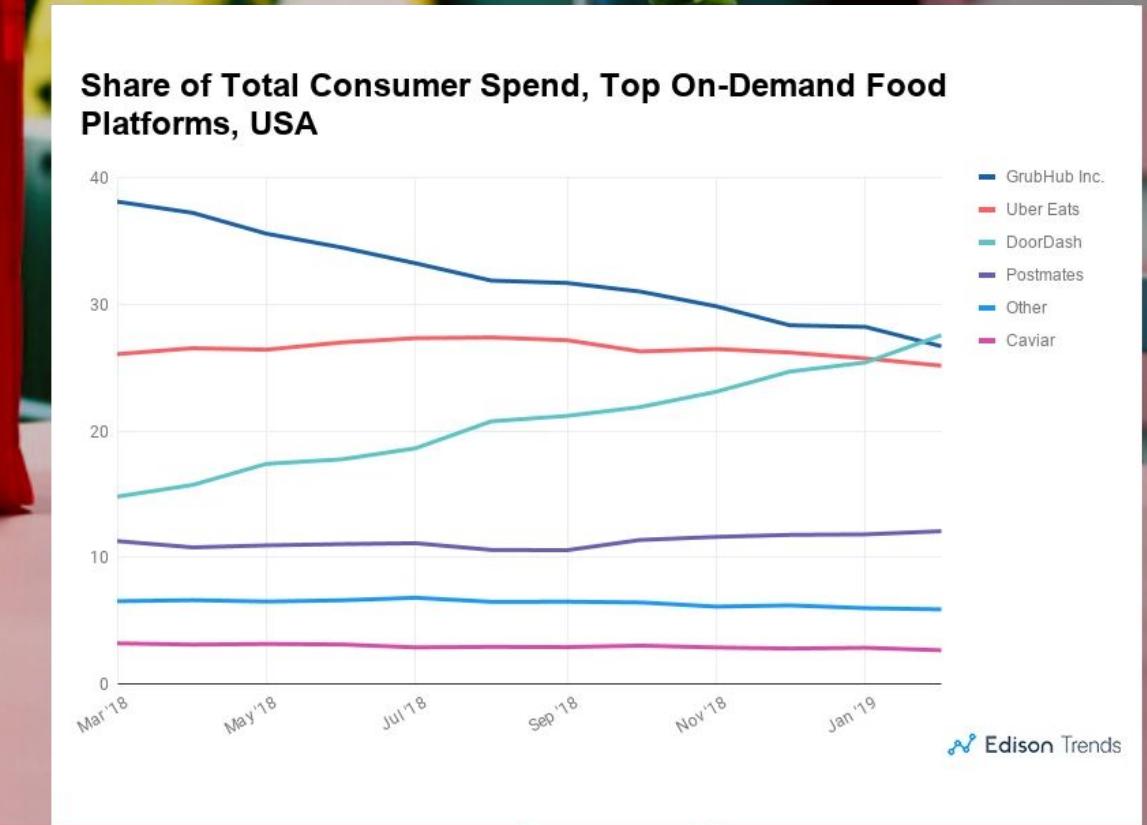
COMPETITIVE ANALYSIS.



DOORDASH IS NOT THE MOST COMMONLY USED FOOD DELIVERY APP, BUT ITS CONSUMER SPEND IS GROWING



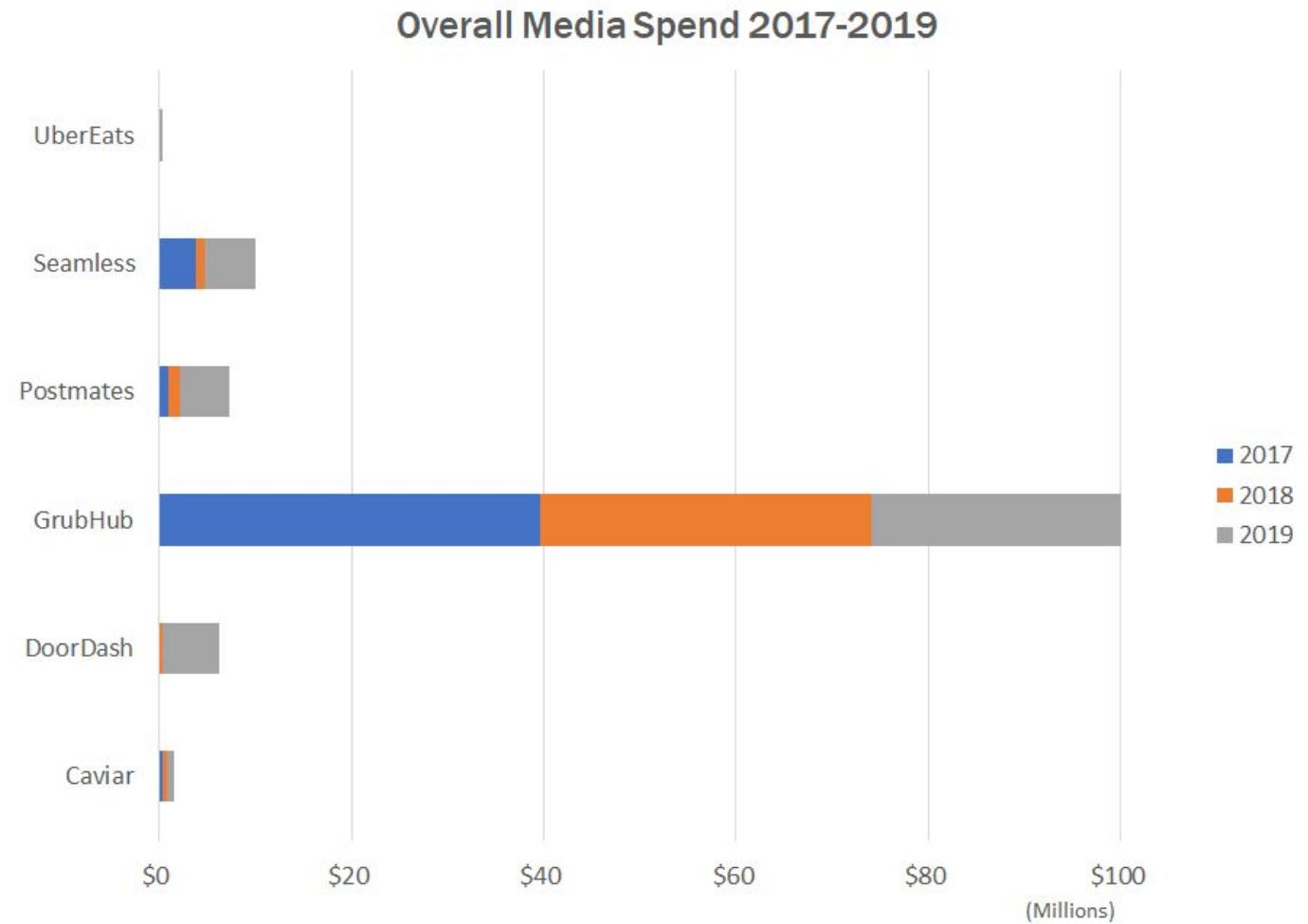
SOURCE: MINTEL



SOURCE: EDISON TRENDS

GRUBHUB HAS THE LARGEST MEDIA BUDGET, BUT DOORDASH IS SPENDING MORE AND MORE EVERY YEAR

- **GrubHub** has the largest media spend both YoY and Total.
- **UberEats** has the smallest media spend both YoY and Total.
- **DoorDash** started off with the lowest budget in 2017 but increased their budget this year by 200%, coming in as the second largest media spender.



WHY IS DOORDASH DIFFERENT?



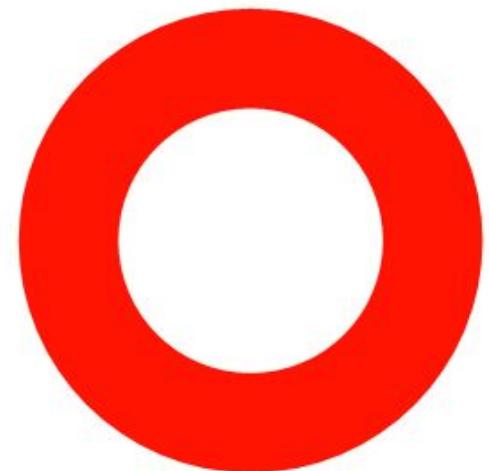
DOORDASH IS RELATIVELY NEW, BUT IT ALREADY COVERS MOST OF THE NATION



Highest frequency of customer orders at
30%

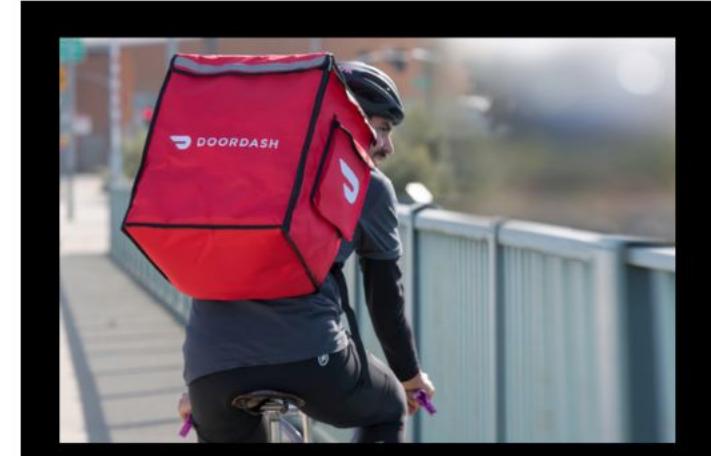


Coverage across
80% of the United States



Food delivery service in all **50** states

THIS MEANS...



**100,000 +
RESTAURANTS**

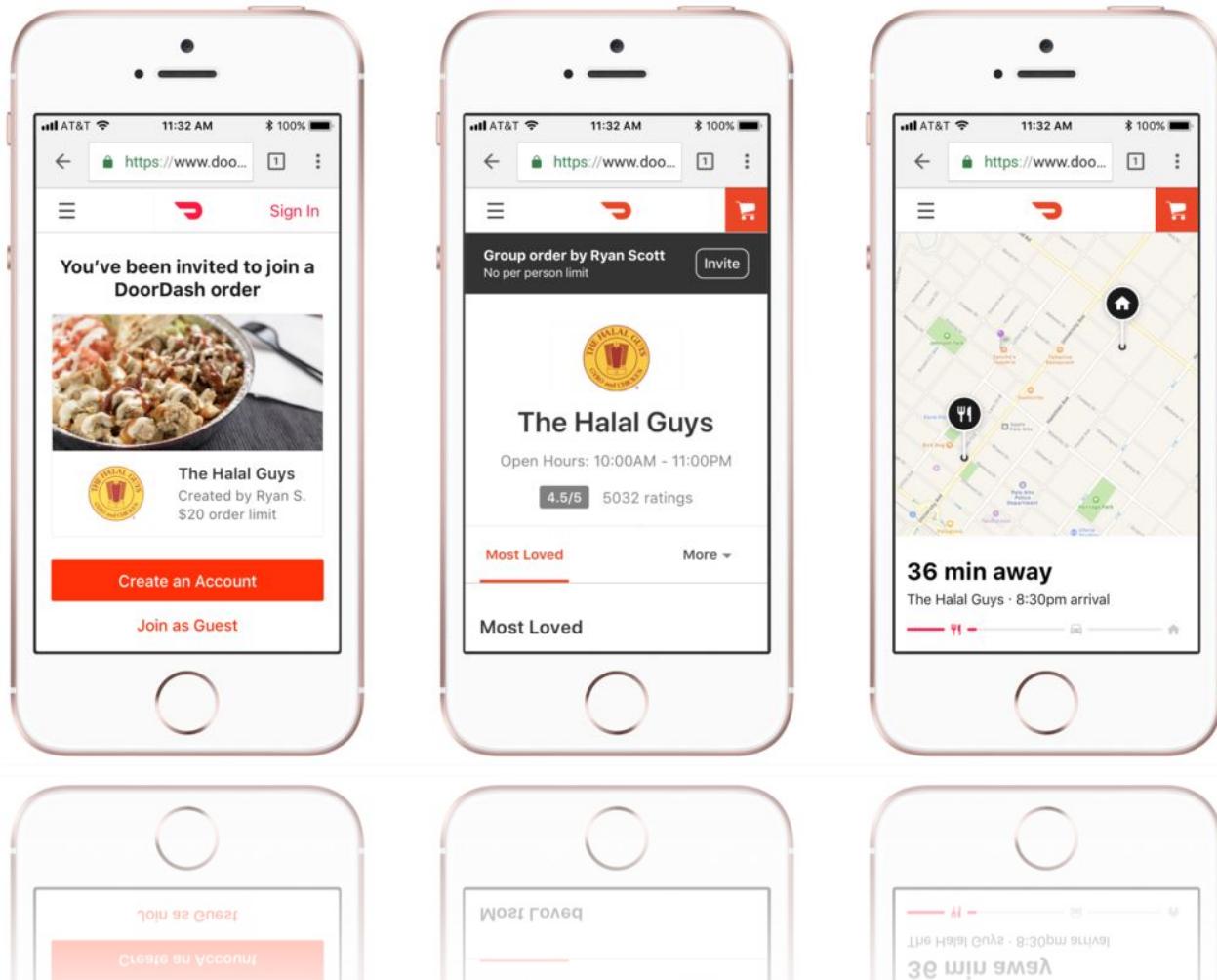
**3,000 +
CITIES**

**100,000,000 +
DELIVERIES**

THE PROOF IS IN THE PARTNERS



NO OTHER COMPETITOR CAN LEVERAGE ITS GROUP DELIVERY FUNCTION

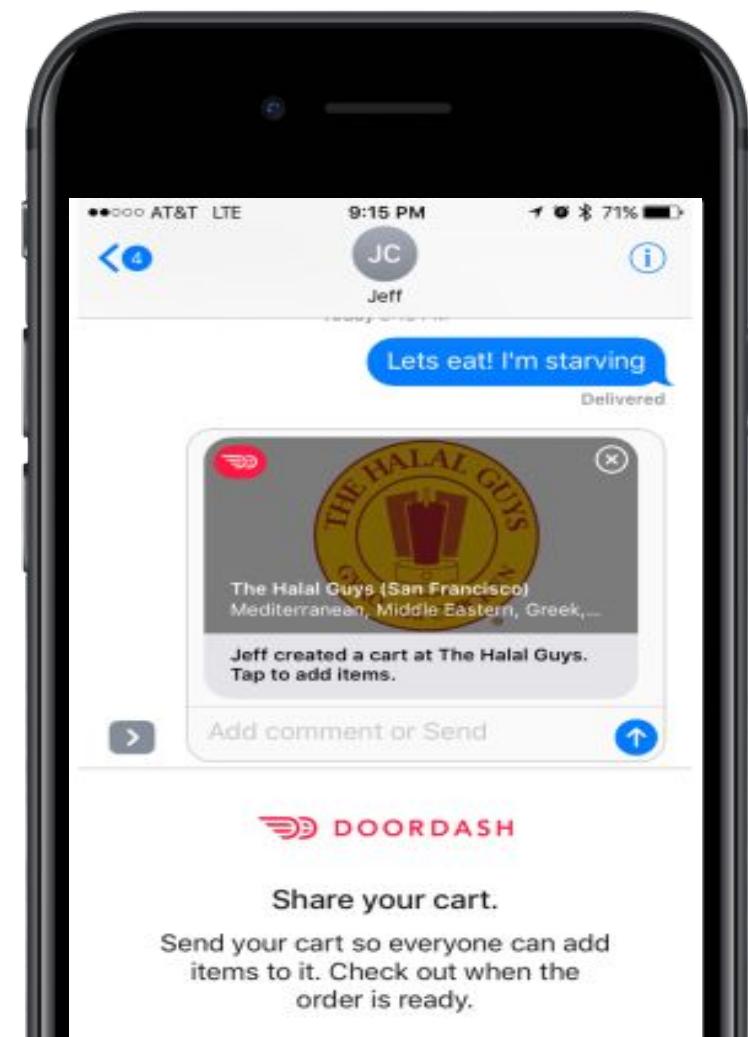
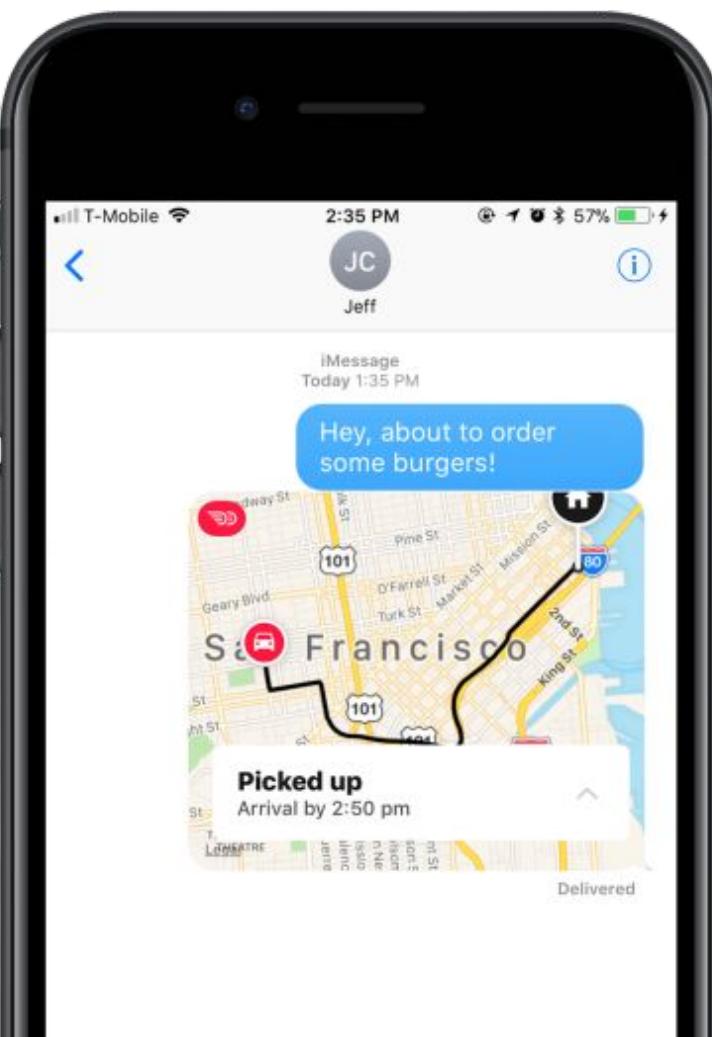
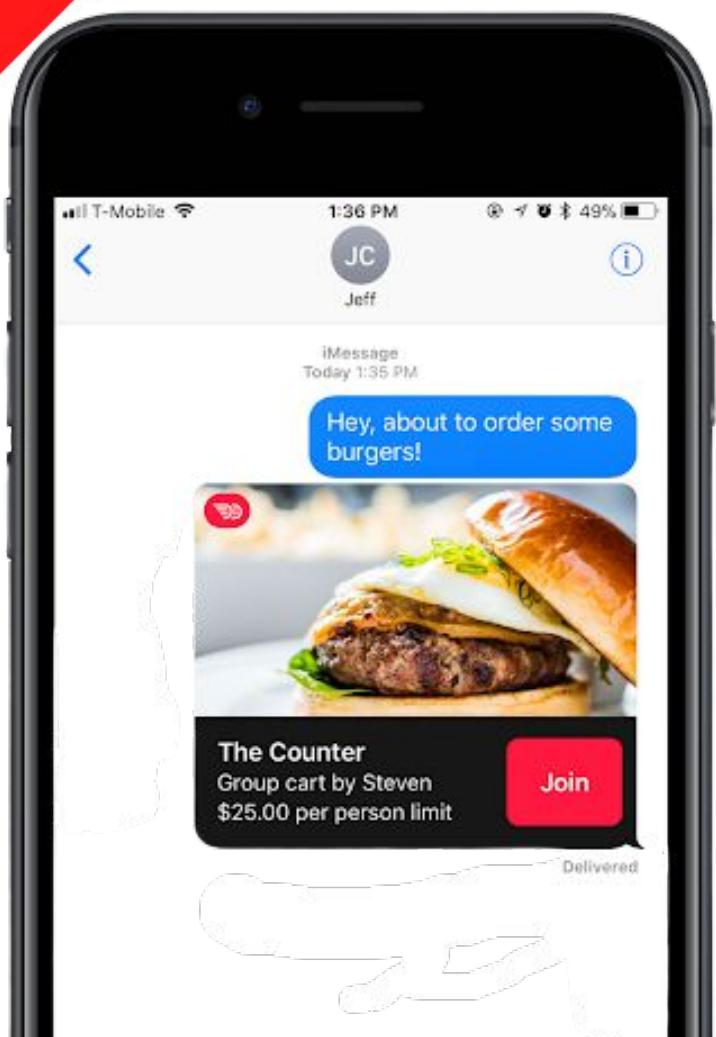


- First app to offer group ordering feature
- One person creates order and sends out link to cart to rest of the group
- Users can add individual menu items separately

OUR STRATEGY.



DOORDASH HAS A FEATURE THAT CAN BE USED TO STAND OUT AMONG COMPETITORS...



NONE OF THE COMPETITORS OFFER SERVICES COMPARABLE TO DOORDASH GROUP CART

| COMPANIES | | ORDER SEPARATELY? | SPLIT FEES? | GROUP ORDER OPTION |
|-----------|-----------------------------------|-------------------|-------------|---|
| 1 | POSTMATES | ✗ | ✗ | ➔ Postmates Party <ul style="list-style-type: none">◆ Free group delivery for “trending” restaurants◆ Ordering with people near you |
| 2 | UBEREATS | ✗ | ✗ | ➔ N/A |
| 3 | GRUBHUB SEAMLESS | ✗ | ✓ | ➔ GrubHub For Work <ul style="list-style-type: none">◆ Must be scheduled in advance◆ Business only |
| 4 | DOORDASH | ✓ | ✓ | ➔ DoorDash Group Cart <ul style="list-style-type: none">◆ One person sends link to group members; each member can add individual items into cart |

WE ALL HAVE THAT ONE FRIEND...

Mom Friend

That one friend in your squad that's super responsible and almost over-protective of them. Usually every friend group has a **mom friend**, and if you think your squad doesn't have one, then you're probably **the Mom** Friend!

Megan hasn't been drinking **at all** tonight since she's our **designated driver**. She's a total Mom Friend.

#responsible #squad #mother #friend #homie



BE THE C.O.O.

CHIEF ORDERING OFFICER

COMMUNICATION OBJECTIVES

Make DoorDash the only delivery app that millennials think of when ordering with friends and family as a group.

INFORM

Reinforce key brand messaging and promote exclusive partnerships

INCENTIVIZE

Create unique contact points and brand experiences

INSPIRE

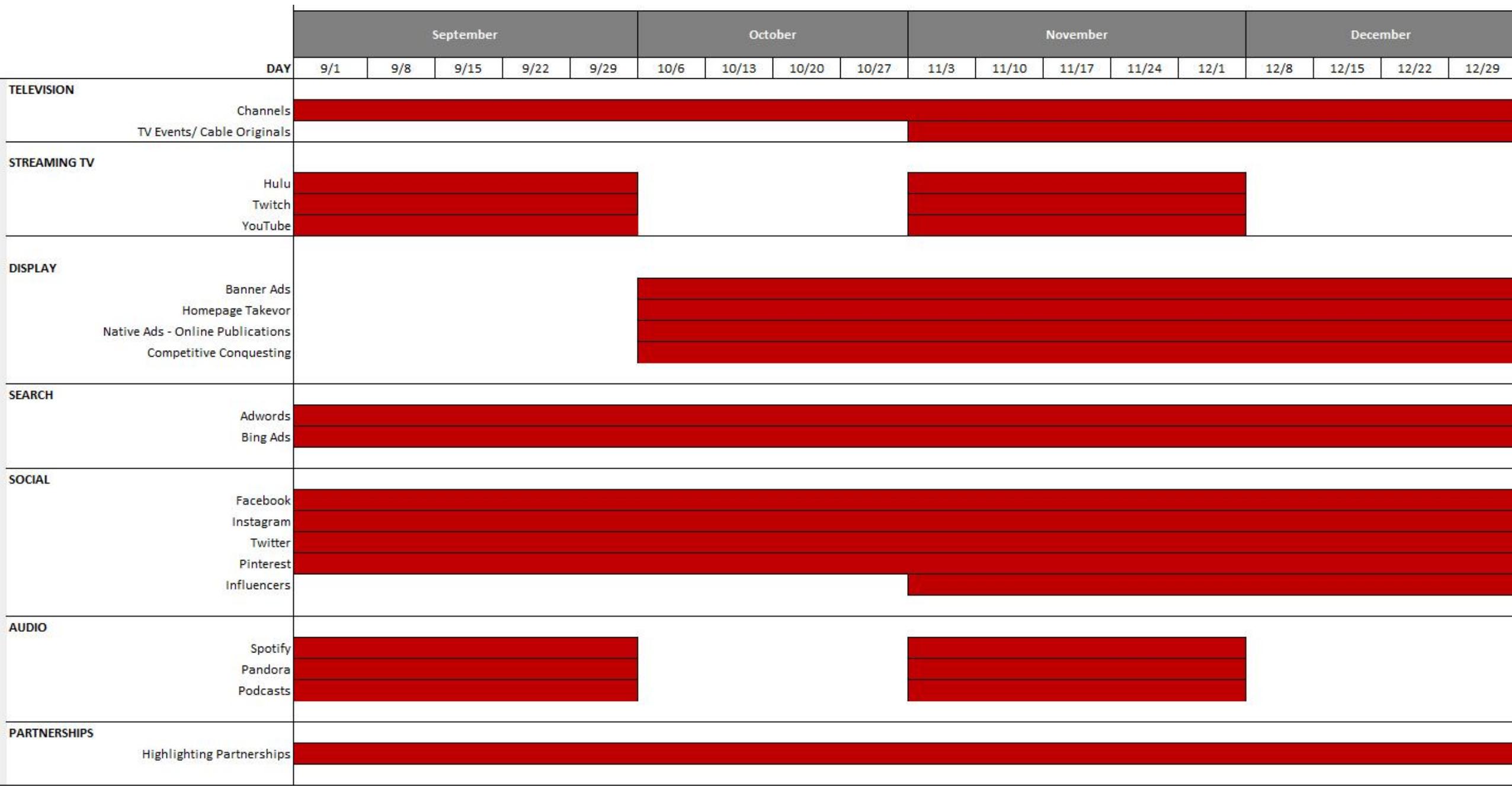
Organically create brand advocacy via social media and other communication platforms

TACTICAL MEDIA PLAN.



BUDGET ALLOCATION SUMMARY

| Channels | Amount (\$) | Percentage (%) |
|------------------------------|-----------------|----------------|
| TV | \$31,500,000.00 | 35 |
| Programmatic | \$13,500,000.00 | 15 |
| Search | \$13,500,000.00 | 15 |
| OOH | \$4,500,000.00 | 5 |
| Social | \$4,500,000.00 | 5 |
| Display | \$4,500,000.00 | 5 |
| Streaming Audio | \$4,500,000.00 | 5 |
| Video | \$4,500,000.00 | 5 |
| Partnerships and Activations | \$4,500,000.00 | 5 |
| Influencer | \$4,500,000.00 | 5 |
| Total | \$90,000,000.00 | 100 |





PARTNERSHIPS & ACTIVATIONS

Budget: \$4.5 MM
(5% of Total Budget)

Objective

- Inform target of group delivery
- Incentivize target to download app
- Inspire target to celebrate their COO

KPIs

- Impressions
- Media Buzz
- Virability
- Foot traffic

Strategy

- Generate media attention through event partnerships and activations
- Insert Doordash into group events by creating experiences their friends and family can share together
- Find topics our target cares about like football and movies

CAMPAIGN KICKOFF

Flighting Date: 9/5/2019

Objective

- Target ambitious pros during the first regular season NFL game, in Chicago, an event attended by 61,500 people

Strategy

- DoorDash booth inside arena where attendees can place free orders to participating vendors
 - ◆ Must Download App and Place Order
- The food will be delivered to their seats during half-time by dashers
- Option to donate food to **Feeding America**



DINNER AND A MOVIE

Flighting Date: 10/5/2019



Objective

- Incentivize a moment with friends to get together and celebrate Halloween

Strategy

- Pop-up movie theaters in Austin, LA, Miami and Chicago
- Movie goers can order their favorite food as a group when checking-in
- A DoorDash member would deliver their food
- Leveraging existing partnership with Redbox

CELEBRATE YOUR C.O.O.

Flighting Date: 11/1/2019 - 12/31/2019

Objective

- Inspire the target to reach out to their COO and celebrate their hard work

Strategy

- Activate during the holiday season
- Partnership with Edible Arrangement and SomeeCards
- Ecards available online with IOU meal



PICNIC AT THE PARK

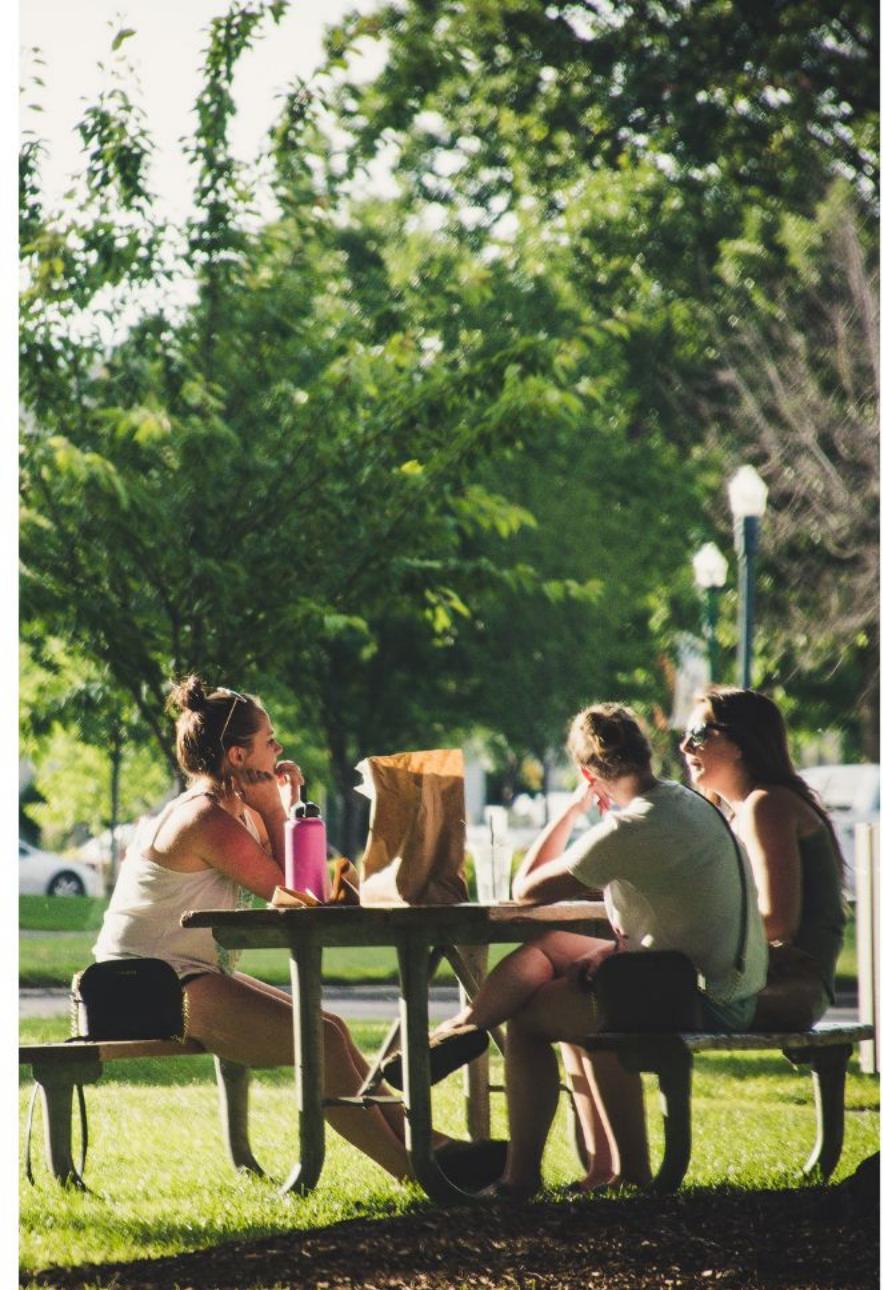
Flighting Date: Weekends in September

Objective

- Inform target Doordash can cater group events creating memorable picnic events

Strategy

- 3 Doordash booths spread out around parks Austin, Miami, and LA
- Handing out blankets + picnic baskets to groups
- Park goers must download the app and group order to receive their free meal dashed to their location



TEMP DROP, PRICE DROP

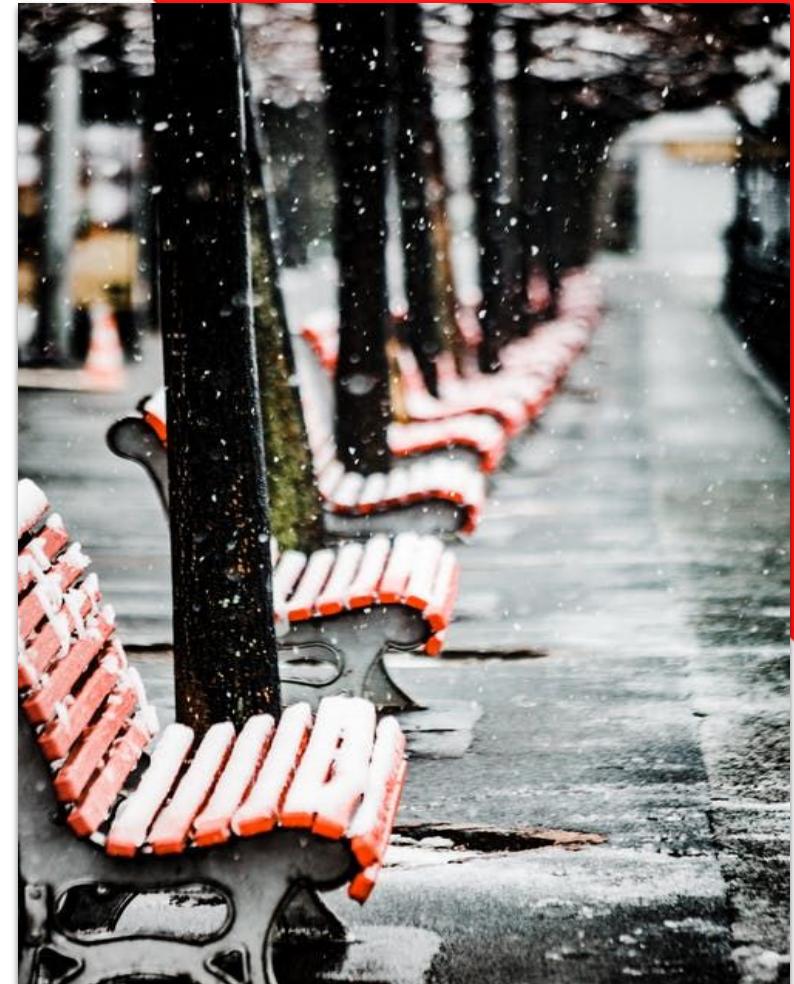
Flighting Date: Once temperature drops below 40 degrees

Objective

- Incentivize target to be together during cold weather and order food

Strategy

- Temperature drops below 30 degrees anywhere in the nation
- Free delivery on group orders available to both new and existing customers
- Send a hot beverage to a friend



LINEAR TV

Budget: \$22.8 MM

(25.3% of Total Budget)

Objective

- Achieve broad reach during popular programming

KPI

- Number of viewers tuning into the channel and program events

Statistics

- 73% of online adults still saw a linear commercial in the past week alone
- Cable and satellite TV combined still have more customers than streaming services

LINEAR TV - CABLE

TOP 5 CABLE NETWORKS

AMBITIOUS PROS

ESPN

Adult Swim

Nick-At-Nite

Comedy Central

Nickelodeon



PROACTIVE PLANNERS

Adult Swim

ESPN

Nickelodeon

Nick-At-Nite

ION

LINEAR TV - PRIME

TOP 5 PRIME PROGRAMS

AMBITIOUS PROS

NBC Sunday NT Football

NFL Thursday Football

Sunday NT NFL Pre-Kick

The OT

Football NT America



PROACTIVE PLANNERS

NBC Sunday NT Football

NFL Thursday Football

Sunday NT NFL Pre-Kick

The OT

Football NT America

Budget: \$11.43 MM

(12.7% of Total Budget)

CONNECTED TV - OTT

Objective

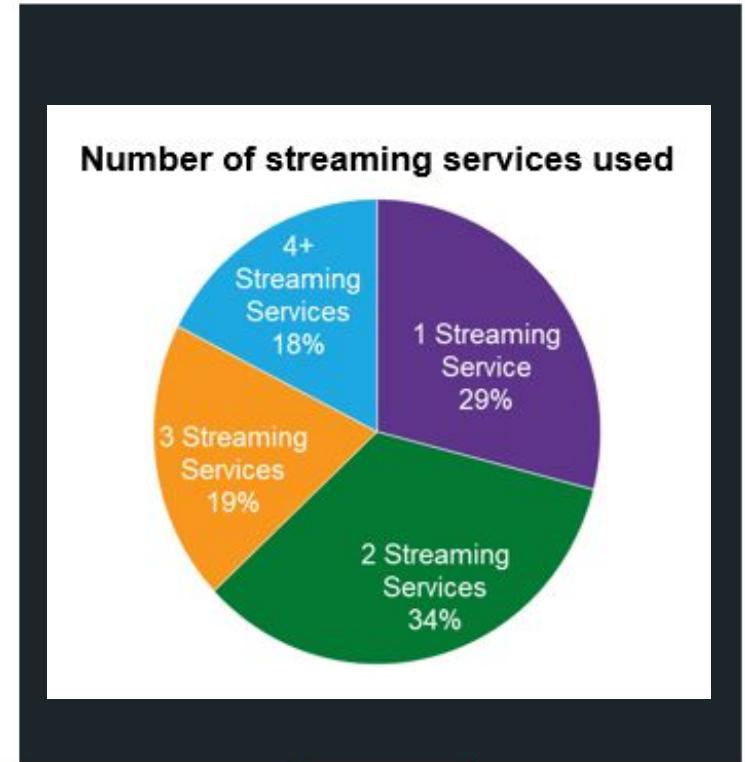
- Achieve broad reach during popular programming

KPI

- Number of viewers tuning into the channel and program events

Statistics

- Cord-cutting more prevalent among younger consumers
- Majority of streamers using multiple services
- Majority of consumers use two or more OTT services



NUMBER OF
STREAMING
SERVICES USED

CONNECTED TV - OTT



“32 percent increase per exposure in perception that the brand has a unique story to tell”



SAMPLE CTV AD



Budget: \$13,500,000

(15 % of Total Budget)

PAID SEARCH

OBJECTIVE

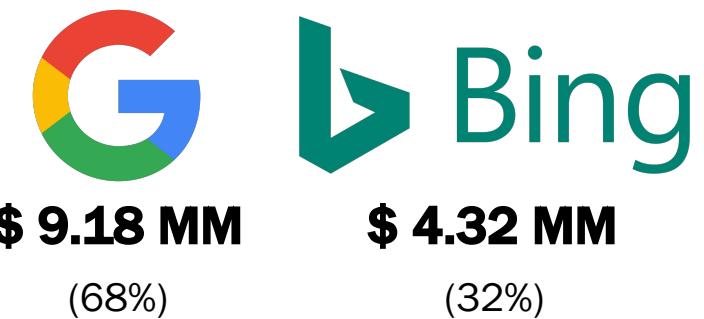
- Increase brand awareness
- Target “hand-raisers” who are actively searching for group delivery options
- Tie Doordash Group Order to relevant seasonal events

STRATEGY

- Always on (generic+branded)
- Increase bids on ‘group order’ keywords before and during holiday season and nationally broadcasted events
- Bid on ‘group order’ keywords relevant to scheduled partnerships and activations
- Bid on competitor keywords to differentiate DoorDash as #1 group delivery option

KPI'S

- Conversions
- Click-Through Rate (CTR)
- Search Volume



SEARCH VOLUME SEASONALITY

- Lowers during summer season but gradually increases until it reaches peak in mid-October
- Lowers on holidays (Thanksgiving & Christmas/NYE) but peaks a few weeks before the dates
- Increases after holidays at end of year



SAMPLE SEARCH KEYWORDS

Sample Generic Keywords

| Keywords | Avg. Monthly Searches | Top of Page Bid (Low) | Top of Page Bid (High) |
|--------------------------------|-----------------------|-----------------------|------------------------|
| group food ordering | 210 | \$3.20 | \$9.41 |
| group lunch ordering | 170 | \$4.06 | \$20.02 |
| group ordering online | 140 | \$2.52 | \$7.56 |
| party food delivery | 110 | \$2.53 | \$7.45 |
| ordering food for large groups | 70 | \$2.29 | \$5.52 |

Sample Branded Keywords

| Keywords | Avg. Monthly Searches | Top of Page Bid (Low) | Top of Page Bid (High) |
|---------------------------------|-----------------------|-----------------------|------------------------|
| doordash group order | 590 | \$3.37 | \$8.56 |
| doordash group delivery | 110 | \$3.37 | \$8.28 |
| doordash chief ordering officer | N/A | N/A | N/A |
| doordash coo deals | N/A | N/A | N/A |

Sample Competitive Keywords

| Keywords | Avg. Monthly Searches | Top of Page Bid (Low) | Top of Page Bid (High) |
|-----------------------|-----------------------|-----------------------|------------------------|
| grubhub group order | 480 | \$1.35 | \$3.12 |
| caviar group order | 140 | \$4.31 | \$7.41 |
| ubereats group order | 110 | \$4.60 | \$10.06 |
| postmates group order | 140 | \$3.87 | \$20.92 |

SAMPLE SEARCH ADS

DoorDash.com | DoorDash® Group Order | Order In With Friends

[Ad] www.doordash.com/group-delivery

Your Go-To For A Night-In With Your Friends. Visit Our Website Now To Learn More About Special Deals Offered To The Chief Ordering Officers!

DoorDash.com | DoorDash® Group Order | Friendsgiving With Doordash

[Ad] www.doordash.com/group-delivery

Don't Know What To Plan For Thanksgiving? Order In With Family & Friends With Doordash Group Order! Explore Endless Selections of Local Restaurants You Could Enjoy At Home.

DoorDash.com | DoorDash® Group Order | Chief Ordering Officer

[Ad] www.doordash.com/group-delivery

Click Here To Learn More About The Special Discount Given To The Chief Ordering Officer Nominated By Your Friends And Family!

PAID SOCIAL



Budget: \$4,500,000.00

(5 % of Total Budget)

OBJECTIVES

- Reach our target audience(ages 18-39) when they are most active on mobile
- Leverage the various social platforms to make Doordash top of mind when it comes to food delivery

STRATEGY

- Run Brand Awareness objective ads on Facebook and Instagram for the whole flight (National)
- Run promoted trends and tweets on Twitter with activations (with specific locations and dates)
- Run Pinterest static and video ads two weeks before Thanksgiving and Christmas (National)

KPIs

- Cost per thousand Impressions (CPM)
- Ad Recall

SUGGESTED ASSETS

- Images for post, stories and pins
- Videos for stories and pins
- Creative copy for the promoted trends and tweets

Budget: \$2,700,000.00

PAID SOCIAL



(60 % of Paid Social Budget)

Facebook

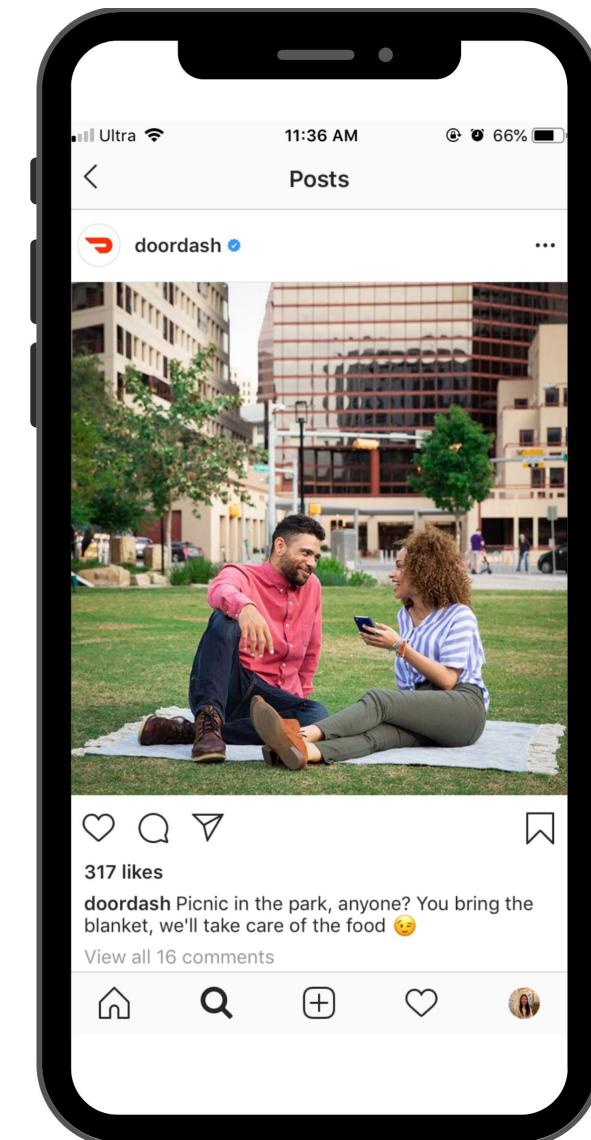
- 2.2B monthly active users
- 48% ages 18-44
- Can reach a diverse audience with multiple formats to display ads

Instagram

- 800MM active users
- 59% ages 18-29
- 33% ages 30-49
- Used by both of the audience segments we are trying to reach
- Instagram stories is overtaking it's competition snapchat

Both offer

- Ad format
 - ◆ In-feed
 - Image
 - Video
 - Carousel
 - ◆ Stories
 - ◆ In stream (video)



Budget: \$1,350,000.00

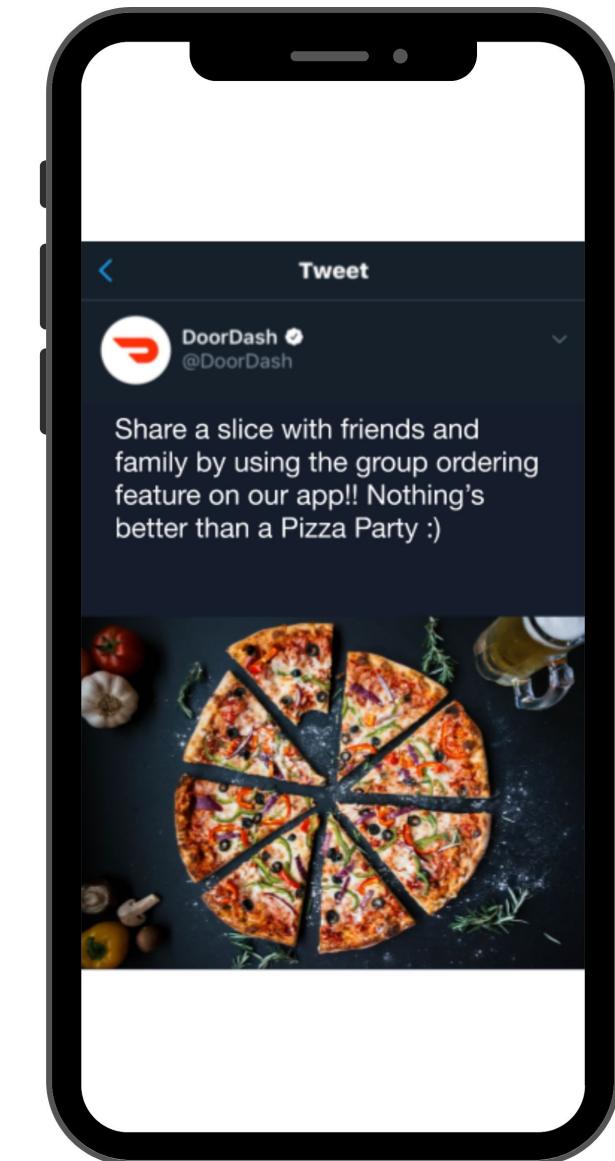
PAID SOCIAL



(30 % of Paid Social budget)

Twitter

- 336MM monthly active users
- 37% ages 19-29
- 25% ages 30-49
- Ad formats
 - ◆ First view (when a user login for the first time that day they would see the ad first on their feed)
 - ◆ Promoted trends (#C.O.O. #chieforderingofficer)
 - ◆ Promoted tweets
 - Image
 - Video
 - Text
 - ◆ Website cards to drive users to the company web page
- Great for viral marketing (especially for activations and events)
- Powerful platform in analyzing current trends



Budget: \$450,000.00

PAID SOCIAL



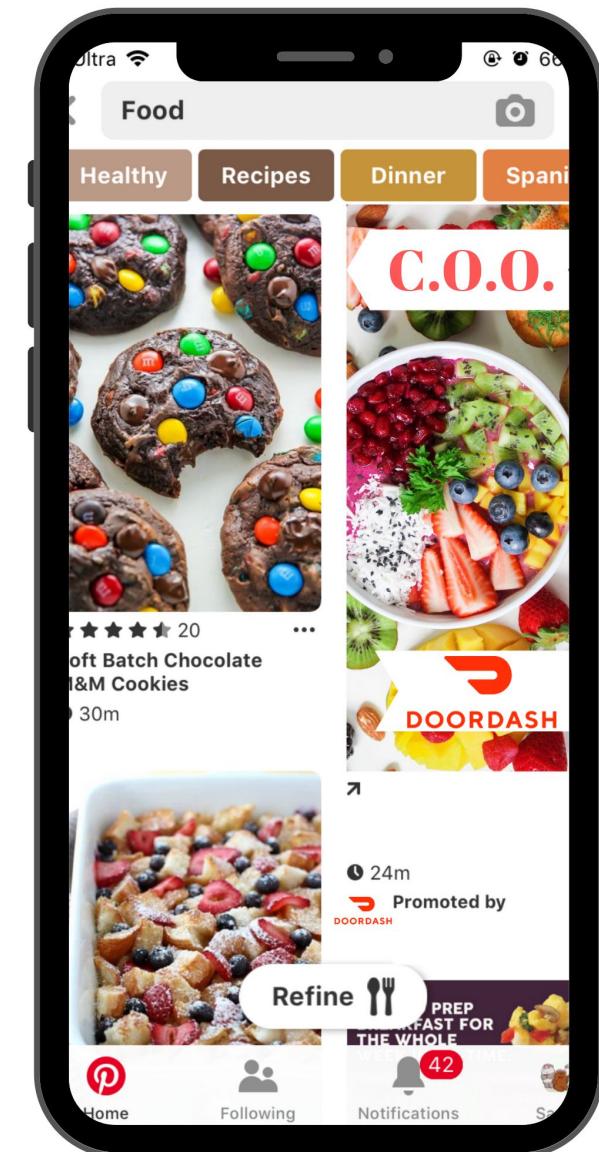
Pinterest

- 291MM monthly active users
- 44% ages 25-44
- 75% ages 18-54

Ad formats

- Static
- Video
- Cost efficient
- Search functionality for users to find what they are looking for
- Purchased based targeting
- Keyword trends

(10 % of Paid Social Budget)



Budget: \$13,500,000

(15% of Total Budget)

PROGRAMMATIC

Role of Media

- Generate awareness and engagement of brand
- Drive users further down funnel to generate conversions
- Use DV360 to monitor targeted audiences and tactics, optimize toward the top performers



Display & Video 360

Primary Channels and KPIs

- Display (\$5 MM)
 - CTR, Viewability
- Video (\$5 MM)
 - VCR, Viewability
- Audio (\$2 MM)
 - ACR
- CTV (\$1.5 MM)
 - Ran as test programmatically
 - VCR, Viewability

PROGRAMMATIC - TACTICS

- Programmatic Guaranteed and PMP deals to obtain premium inventory from top sites
 - ◆ Best metrics (highest viewability, CTR, etc.)
 - ◆ Higher CPMs
 - ◆ Get best use out of high quality creatives
- Bidding on the Open Exchange
 - ◆ Reach more people
 - ◆ Lower CPMs
 - ◆ Generally less viewability, CTR, overall metrics - can be remedied through optimization
 - ◆ Use GroupM Whitelist



PROGRAMMATIC - STRATEGY

→ Contextual

- ◆ Target audiences that are actively searching for food or food delivery using relevant keywords

→ Demographic

- ◆ Use descriptions, traits, and insights of Ambitious Pros and Proactive Planners to efficiently target correct audiences

→ Competitive Conquesting

- ◆ Serve ads to people who have shown interest in DoorDash's competitors
- ◆ Heavy on Postmates competitive conquering in SoCal, Seamless in NY

→ Temporal

- ◆ Serve ads during specific times of the day to maximize effectiveness
- ◆ Breakfast, lunch, dinner, after work, etc.

→ Retargeting

- ◆ Target audiences who have shown interest in DoorDash previously, but didn't convert
- ◆ Keep the DoorDash brand central in audiences' minds by retargeting people who are already familiar with it



Display & Video 360

DISPLAY

WSJ

Budget: \$4.5 MM
(5% of Total Budget)

BuzzFeed



Objective

- Educate user on benefits of DoorDash
- Showcase new branding strategies
- Desktop and Mobile

KPIs

- Conversions
- Conversion Rate
- Clicks
- CTR

Strategy

- Banner Ads
 - ◆ Sit atop popular webpages
 - ◆ Use eye catching, descriptive images to generate interest
- Homepage Takeover
 - ◆ Take over websites' premium ad space with alluring creatives about DoorDash
 - ◆ May include sponsorships
- Native
 - ◆ Place display ads that match the look and feel of the media format in which they are placed

VIDEO

Budget: \$4.5 MM

(5% of Total Budget)

Objective

- Reach audience while they are consuming their favorite content
- Differentiate DoorDash to competitors with video advertisements
- Keep audience aware of the DoorDash brand
- Utilization on both Desktop and Mobile



3.15MM
(70%)



1.35MM
(30%)

Strategy

- 30-second ads, skippable
- Engage consumers in a story before consuming content
- TrueView

KPIs

- Cost-per-view
- Return on Ad Spend
- Cost-per-ad
- Video Completion Rate

VIDEO

KEY STATISTICS

- The time people spend watching YouTube on their TV has more than doubled in the last year.
- Viewers who complete TrueView ads were 23 times more likely to visit or subscribe to a brand channel, watch more by that brand, or share the brand video.
- 85% of the US internet audience watches videos online.
- 30 percent of Facebook's ad audience is aged 25-34.



TrueView Advertising

facebook business



VIDEO

SAMPLE AD PLACEMENTS

A screenshot of a YouTube video player. The main video content is a 4K game movie of HALO 5. An advertisement for "2018 Space | Shutterstock" is overlaid on the video. The ad features a hand pointing at a futuristic cityscape. A blue box highlights the ad area. Below the video, the YouTube interface shows the video title, views, and other recommended videos.

2018 Space | Shutterstock
Shutterstock

YouTube BLACK HISTORY

Search

0:14 0:01 / 0:15

You can skip to video in 4

shutterstock.com/video

HALO 5 4K Game Movie (Xbox One X Enhanced) All Cutscenes Ultra HD 60FPS

6,751 views

236 9 SHARE

Up next

METAL GEAR SURVIVE All Cutscenes (Game Movie) 1080p
Gamer's Little Playground 33K views New

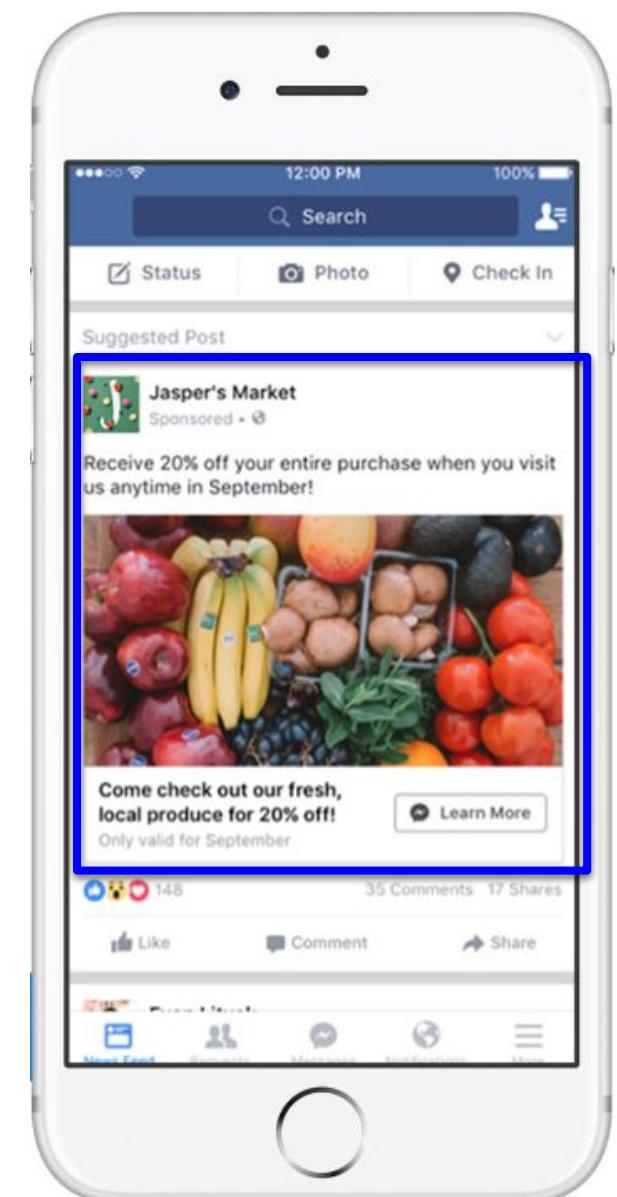
3:11:30

BATMAN: Arkham Origins All Cutscenes (Game Movie) 4K
Gamer's Little Playground 80K views

3:04:23

HALO 5 All Cutscenes Movie Legendary Ending
Izuniy 3M views

1:46:48



STREAMING AUDIO

Proactive Planners were brought up with Pandora and have an emotional attachment with the App. We can reach them via their top Radio Stations while they commute to work. Ambitious Pros in the other hand are more trendy and listen mostly to Spotify and Podcast for entertainment.



2.25MM
(50%)



2.25MM
(50%)

Budget: \$4.5MM
(5% of Total Budget)

Objectives

- Reach our target audiences when they're commuting to work and in their spare time.
- Utilization on both Desktop and Mobile

Strategy

- Play 30-second ads at the beginning of each hour in top Pandora radio stations
- Assign podcast hosts to talk about DoorDash midway through their podcast.
- Offer Free delivery for first time users & Coupons for loyal customers after their 5th order.

KPIs

- Conversions
- Audio Completion Rate
- Ad Recalls

TOP PODCAST PARTNERSHIPS

Budget: \$2.25 MM

Crime Junkie: Hosted by Ashley Flower & Brit Prawat

- #1 Spotify Category of Story
- #6 Apple Podcast: Society & Culture
- 20 million (and counting) monthly listeners
- Popular among women ages 20-35
- It's earned five stars from almost 10,000 listeners
- Scores around 10M downloads per month



TOP PODCAST PARTNERSHIPS

Budget: \$2.25 MM

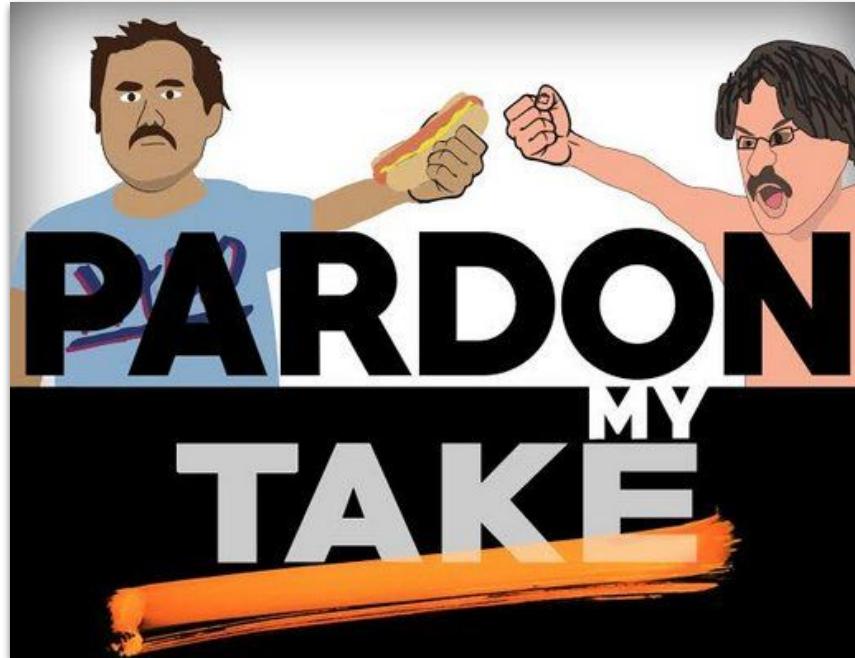


The Daily: Hosted by Michael Barbaro

- #1 Spotify: News & Politics
- #4 Apple Podcast: News & Politics
- Reaches 2 million listeners per day
- Has 7.13 million monthly users

TOP PODCAST PARTNERSHIPS

Budget: \$2.25 MM



Pardon My Take: Hosted by Big Cat & PFT

- #1 Spotify: Sports & Recreation
- #3 Apple Podcast: Sports & Recreation
- Popular among men ages 18 to 34
- Averages between 750,000 and 1.5 million listeners
- Can reach 2 million listens for shows with celebrity guests.

TOP PODCAST PARTNERSHIPS

Budget: \$2.25 MM

My Favorite Murder: Hosted by Karen Kilgariff and Georgia Hardstark

- #1 Spotify: Comedy
- #2 Spotify: Stories
- #5 Apple Podcast: Comedy
- 20 million (and counting) monthly listeners



TOP RADIO STATIONS

Budget: \$2.25 MM



→ Today's Hits 110M Listeners



→ Today's Hip Hop & Pop:
70M Listeners



→ Today's Country: 66M
Listeners



→ Today's R&B/Hip Hop: 51M
Listeners



→ Classic Rock: 33M
Listeners



→ 80s Pop: 23M Listeners

OUT OF HOME

Budget: \$4,500,000.00 (15 % of Total Budget)

OBJECTIVE # 1: INFORM

- Inform Ambitious Pros and Proactive Planners DoorDash group ordering
- Showcase existing partnerships through group ordering. “Be the C.O.O” messaging

STRATEGY

- Metro/Bus Takeovers
 - ◆ Commuters are higher than average in the selected cities
- Digital Billboards
 - ◆ 86% of consumers agree that OOH allows a brand to successfully break through the clutter



OBJECTIVE #3 - INSPIRE MACRO-INFLUENCERS



Steph Curry

- 26M Followers
- 69% Within Demographic
- 55% Engagement
- \$7,160 / post



**Tonight Show with
Jimmy Fallon**

- 21M Subscribers
- 71% Within Demographic
- \$9,435 / post



**A Little Late with
Lilly Singh**

- 8.9M Followers
- 72% Within Demographic
- 45% Engagement
- \$11,295 / post

MICRO-INFLUENCERS



#1 SoCal
Try Guys

- Youtube Channel
- 6M Subscribers
- 646M Video Views
- Trying Food Series



#2 Chicago
Keemi

- Mukbang Youtuber
- 900K Subscribers
- 4M Video Views
- Mukbang Series



#3 Miami
@fatgirlhedonist

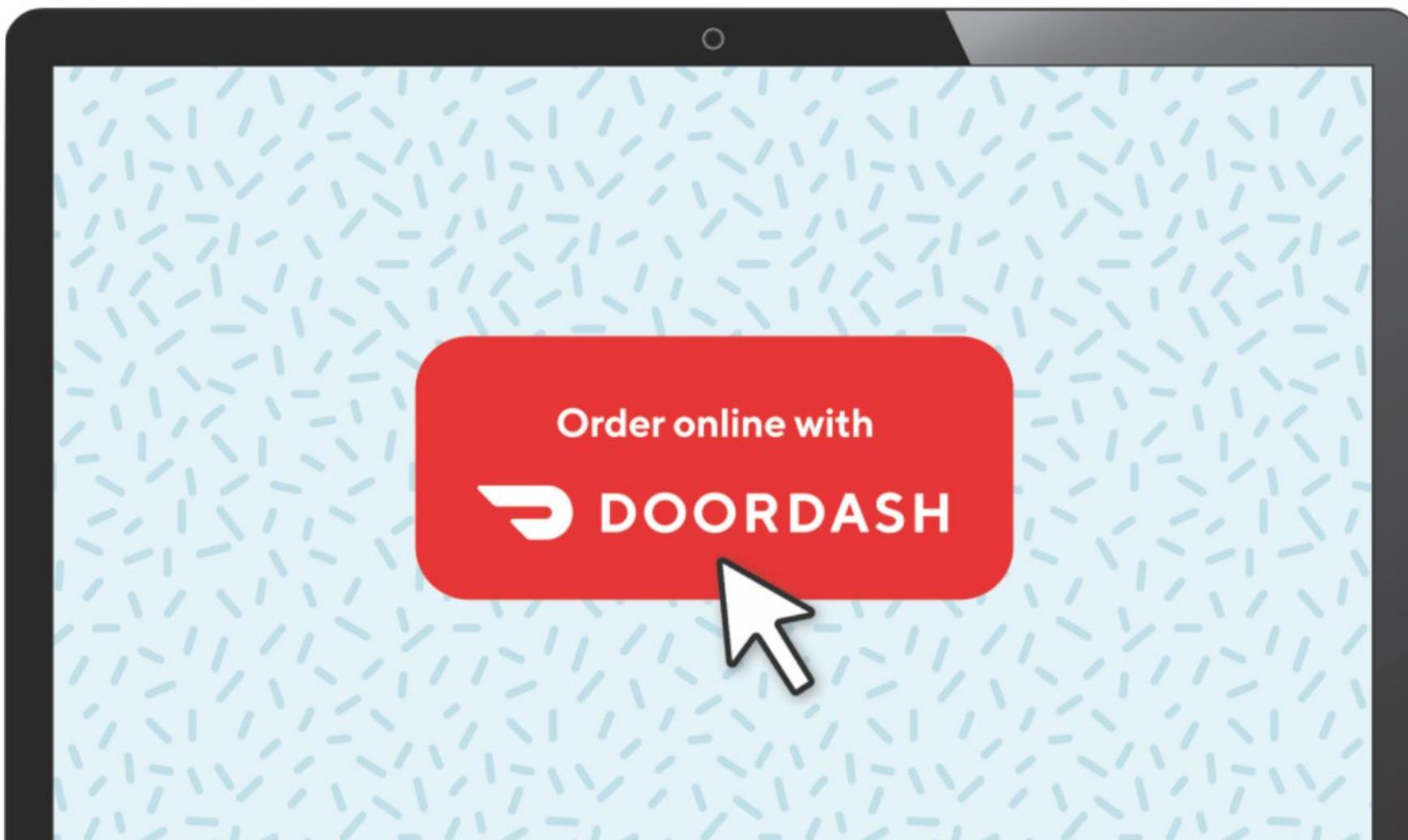
- Miami Food Blogger
- 90K Followers
- AVG 1K likes
- AVG 140 comments



#4 Austin
@atasteofkoko

- Austin Food Blogger
- 66.1K Followers
- AVG 1.1k likes
- AVG 140 comments

THANK YOU



QUESTIONS?

