

# 2022 Young Ones Student Awards

## DoorDash - DashPass Creative Brief

### THE BACKGROUND

#### A BRIEF OVERVIEW OF DOORDASH.

DoorDash is a technology company that provides people access to the best of their neighborhood. We started by facilitating door-to-door food delivery, but we see this as just the beginning of connecting people with possibility — easier evenings, happier days, bigger savings accounts, exclusive experiences and stronger communities. Today, we offer same-day delivery from restaurants, convenience, grocery, alcohol and pet supply stores — and are quickly becoming a one-stop-shop for *all* delivery needs. While DoorDash currently leads, we're strong believers that *success is earned - not owed*. This brief is about tackling new opportunities for growth, with remarkable creative solutions.

#### DASHPASS IS A MASSIVE UNLOCK FOR BUSINESS POTENTIAL. 🚀🌙

DashPass members continue to be the *most valuable* DoorDash customers - and the subscription has been a well proven lever of retention and engagement. What is it exactly? DashPass is a \$9.99/month subscription service that offers unlimited deliveries from thousands of restaurants with \$0 delivery fee and reduced service fees on eligible orders. On average, subscribers save \$4-5 per order, and the subscription pays for itself after just 2-3 orders.

### THE OBJECTIVE

#### DRIVE SIGN-UPS FOR DASHPASS

We're looking for bold creative ideas that will help us drive sign-ups and buzz for the subscription.

### THE INSIGHT

#### FOR MANY NON-SUBSCRIBERS, "FREE DELIVERY" ISN'T ENOUGH VALUE TO MAKE DASHPASS WORTH IT.

Tough crowd, I know. We hear consistently from lapsed and non-subscribers (~18-39 year olds) that "free delivery" feels like a commodity, when you can easily find promotions and discounts on other platforms. Why pay a monthly subscription that results in loyalty to DoorDash, when you can get similar value jumping around other apps? To win non-subscribers over, DashPass has to offer them something that *none* of our competitors can or currently do.

### THE OPPORTUNITY

#### EXTEND THE VALUE OF DASHPASS BEYOND FREE-DELIVERY, AND INTO THE REAL WORLD WITH EXCLUSIVE EXPERIENCES AND OFFERS.

If free delivery isn't enough to drive sign-ups, let's give them *more*. We're looking for ideas that provide DashPass members exclusive experiences or offers that extend the value of the subscription *beyond free-delivery*. Take American Express, for example. Some of their most exciting perks have nothing to do with savings, and everything to do with real life experiences - like the Floating Barge Restaurant in NYC. The benefit of Amazon Prime, doesn't just stop at free-delivery, Prime members are given access to a library of content - music, television, movies, and more.

## **THOUGHT STARTERS**

### **HOW CAN DASHPASS MEANINGFULLY ADD VALUE TO THE *THINGS CONSUMERS MOST VALUE TODAY.***

Some of the best “ads,” aren’t ads at all. Ideas can, and should come in many shapes and sizes - from experiences, activations, collaborations, product drops, to a bolder use of traditional media. The best thing about this brief, is that there’s no one right answer. We want to see thinking that pushes the limits of what’s been done, and finds meaningful ways to add value to consumers’ lives. Here are a few thought starters to get you started:

- **Culture/** How could DashPass provide access to trends, convos and movements within modern culture?
- **Community/** How could a DashPass foster community in the new forums of gathering? (i.e. metaverse)
- **Access/** How can DashPass create experiences that provide valuable access to places, spaces and events?
- **Products/** What products can DashPass create, co-create, or distribute that would draw people in?
- **Technology/** What role does emerging technology play in making this all happen?

*HOW WILL WE MEASURE SUCCESS? Here’s your gut check: will this idea make non-subscribers want to sign up for DashPass to experience, or access the thing you are proposing? If yes, how many? Think big, aim for more.*

## **CONSIDERATIONS**

**What’s the overarching idea?** Landing a big overarching idea will help show flexibility, and longevity of the work. Ex. For McDonalds The Travis Scott meal was first out of the gate, but the overarching idea of Celebrity Meals lived well beyond the first collaboration.

Some foundational brand knowledge:

- Our brand mission. Is to grow and empower local economies.
- Our consumer promise, is to provide access to the best of every neighborhood.