

Building Stronger Ties with Multicultural Communities

Uber



Summary

In line with insights into the demographic profile of their driver base, Uber engaged a multicultural agency to help deliver driver stories into the community through multicultural media as well as building relationships with key community leaders and increasing Uber's presence at community events.

Opportunity

Through internal research and driver segmentation, Uber identified that approx. 70% of Uber driver-partners were born outside of Australia, with the majority from China, Pakistan, India and Arabic speaking countries. Uber embarked on an 8 month campaign to promote interesting driver stories to their communities through multicultural media and community partnerships.

Action

A minimum of 4 driver-partner stories were published in multicultural media each month sharing positive and inspiring stories about why driver-partners choose to drive with Uber. To recognise the importance of relationships, Uber attended 4 meet and greets with community leaders and 6 introductory meetings with multicultural media outlets to both foster an understanding of the media landscape as well as introducing the Uber business to key media outlets and leaders in QLD and NSW. Such strong representation of cultural diversity within Uber called for the development of community factsheets to enhance the ability of Uber staff to consider, understand and communicate with multicultural communities.

Achievement

The campaign has officially introduced Uber into the multicultural communications space with successful public relations results, strengthened community relations, increased community presence, and enhanced cultural understanding. The relationships built and developed throughout the campaign so far are just the start of an exciting journey for Uber. A total of 18 positive stories featuring diverse driver-partners were published across print, radio, online and social media platforms as well as 12 media stories published covering new Uber technology announcements.

