REBRANDING

Uber Takes A Wrong Turn

Uber

A Smart & Reliable Way to Get From A to B

Platform where taxi services are crowdsourced to a wider range of riders and drivers

Transportation service in **489** cities worldwide. Lyft is one of Uber's biggest competitors, they can be found in 200 cities

Just tap your smartphone and set your location

You don't have to make a reservation or wait in taxi lines

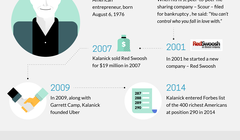
Always on and always available

Evolving the logistics of transportation throughout cities around the world

The Man behind Uber

Travis Kalanick

WHO IS TRAVIS KALANICK?



1976
American entrepreneur, born August 6, 1976

2000
When his first peer-to-peer file sharing company - Scour - filed for bankruptcy , he said: "You can't control who you fall in love with."

2007
Kalanick sold Red Swoosh for $19 million in 2007

2001
In 2001 he started a new company - Red Swoosh

2009
In 2009, along with Garrett Camp, Kalanick founded Uber

2014
Kalanick entered Forbes list of the 400 richest Americans at position 290 in 2014

Have You Heard of UberAngel or UberKITTENS?

In **Colombia**, if you are drunk, you can summon an UberAngel on his bike & he will drive your car home for you

In **Lagos (Nigeria)** Uber's riders can pay cash

Uber used to offer UberMOTO in **Paris**, where you could order a motorcycle taxi. It was discontinued

In **India**, drivers are given an iPhone, which has an Uber application. The driver can then track a customer, which helps them reach their location on time

UberBLACK cars (the most expensive Uber's fleet) are actually white in Colombia

Uber hires just 3 employees in each city, who manage all the operations

Uber's crazy offering was UberKITTENS, which gave people the option of buying cuddle time with real kittens

In 2015, the company launched a food delivery service called UberEATS

The inside story of Uber's rebranding

NEW PURPOSES & NEW CHALLENGES

Uber started in 2008

as an app to request premium black cars in a few metropolitan areas, back then it was a luxury solution

WHY UBER NEEDED REBRANDING?

Uber attempted to transform its purpose and cement a new reputation

Uber wanted to change how it is perceived throughout the world & how it perceives itself

Company no longer moved just people. They are now moving food & goods as well

Uber had become a global brand

INSPIRATION IN THE BATHROOM

By the end of 2013

Uber decided it was time for a refresh & started interviewing design agencies but nothing seemed right

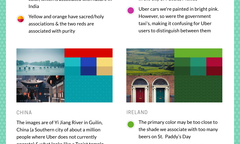
Kalanick relevant to entrust the rebranding to anyone else. This was an unusual decision

Designers focused on a blog post which Kalanick had written – he described Uber's culture as the combination of bits & atoms

Designers incorporated Uber's bits, which was a nod to high tech in different shapes. Each of which represented different products

Communications designer Catherine Ray was puzzling over themes when she found inspiration in the small square tiles in her bathroom

When it came to design, Uber marketers were limited by the colors they could use when creating promotional material. Black, grey & blue were the only acceptable colors



In January 19th, 2016

The final design was locked down

Bits & Atoms

Uber's New Culture

Rider & driver icons have the bit at the center with the local colors & patterns in the background

Bits represent machine efficiency involved in Uber's mapping & dispatch software

The atoms represent people

Uber wants to create fresh & relevant color palettes and patterns, representing countries in which Uber operates

DIFFERENT DESIGN FOR A SPECIFIC MARKET, THEY LOOK AT THE CULTURE HOLISTICALLY.

4 Local Model Boards Published So Far by Uber

INDIA

The image is of the Getaway of India in Mumbai. A structure built during the British rule, to commemorate King George V's visit in 1911

- Green shade is used as the dominant color which is associated with nature in India
- Yellow and orange have sacred holy associations & the two reds are associated with purity

MEXICO

The main photo is of the Mexican city of Guanajuato, known as the birthplace of Mexican independence from Spain

- The photo on the bottom left is of the Talavera styled tiles, which are famous in the city of Puebla, Mexico
- Uber cars we're painted in bright pink. However, so were the government taxi's, making it confusing for Uber users to distinguish between them

CHINA

The images are of Yi Jiang River in Guilin, China (a Southern city of about a million people where Uber does not currently operate) & what looks like a Taoist temple

- The dominant & secondary colors are spot on: red for celebration and fortune, yellow for happiness and blues for sky and water

IRELAND

- The primary color may be too close to the shade we associate with too many beers on St. Paddy's Day
- The secondary colors associated with the shades of Irish tartan widely recognized as Irish

Evaluation:

Opinion on The New Look

FACTS SPEAK FOR THEMSELVES: REBRANDING WASN'T SUCCESSFUL

Opinion of Uber's old logo
21% had a positive opinion
8% didn't like it
71% were neutral

Opinion of Uber's new branding
18% had a positive opinion
23% dislike it
59% are neutral

Frequency of using Uber
6% used Uber many times
12% at least once
82% never used Uber

8% say that they would be more likely to use Uber after the rebranding

6% say that they are less likely to use Uber now

86% say that the new logo should have no impact on their decision of whether or not to use Uber

COMPARISON

Google

43% 10% 47% 58%

like new logo | dislike new logo | are neutral about new logo | liked old logo

*Online market research conducted by Aytm

"The new Uber logo is lot "more grounded and elevated", and will help users see Uber from afar, and when it is in small places. It is a more substantial look to reflect the growing maturity of the company."

Travis Kalanick

BY: JUSTINA STEIBLYTE

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