How Uber uses Storytelling for greater Brand impact

Ruby Cha Cha
Storytelling is the greatest technology that humans have ever created.”

Joan Westenberg – writer, creative
Storytelling uses the mechanic of emotional imprinting to relate to feelings.
From the gig economy to the feeling economy
Embracing storytelling in the business means Uber has actually become part of the human condition and that is what deepens brand impact.
What does it look like?
Customer Storytelling must have a purpose:

- To humanise issues
- To impact change
- To teach
Getting it right!

Storytelling must be led by compelling questions that will imprint emotional connection and impact.
It’s the Q&A session that drives stronger connection
When are Uber using Storytelling Forums?

- Tackling Specific issues like how to grow 35+ market
- Special Company Summits (e.g. Safety)
- Quarterly Business Review & Pulses
- Team offsites
- Customer Day
- Ad hoc needs for fast problem solving

Sonny Sethi – Head of Research and Insights, ANZUber
The Benefits

• Immersive stakeholder experience

• Draws high engagement, excitement in office & great team feedback

• Smashes one way mirror with ‘in-office’ live sessions

• Improves Uber exposure to customers and partners

• Agile, 1 wk brief to delivery

• Findings discussed immediately after
Insights with Traction

- As a Millennial company, Uber had to change the way they thought about and connected to 35+ customers as a brand.
- Actively change safety platform after understanding the true pain of drivers and improve brand touchpoints.
- Review and create new educational platforms and communications for cyclists.
The Wrap

Storytelling is an agile human technology
Humanises data and makes it sticky
Urges feelings into actions