



# **BRINGING** seamless **to LA**

SUMMER 2020 LAUNCH COMMS PLAN

# AGENDA

SEAMLESS IN NYC	<b>01</b>	<b>04</b>	KEEPING COVID-19 IN MIND
PLANS TO LAUNCH IN LA	<b>02</b>	<b>05</b>	EXECUTIONS
GOALS, CHALLENGES AND STRATEGY	<b>03</b>	<b>06</b>	SUMMARY



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**HOW NEW YORK EATS**



## SEAMLESS IN NYC: BRAND LAUNCH

1999: 1st on the block

Started with B2B model

Opened it up to the people in 2005

Merged with GrubHub in 2013

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# BY 2014, THE BLOCK IS HOT



## Postmates [2011]

“Postmates is transforming the way goods move around cities by enabling **anyone to have anything delivered on-demand.**”



## DoorDash [2013]

“With your favorite restaurants at your fingertips, DoorDash **satisfies your cravings and connects you with possibilities** — more time and energy for yourself and those you love.”



## UberEATS [2014]

“Uber Eats is the easy way to **get the food you love delivered**”

A wide-angle photograph of a busy New York City street at dusk. The street is filled with traffic, including several yellow taxis and a dark SUV. Pedestrians are walking on the sidewalks, and a cyclist is visible on the right. Tall buildings line both sides of the street, with some windows illuminated. The sky is a deep twilight blue. Overlaid on the center of the image is the text 'DEFENDING HOME TURF' in large white letters, with 'seamless' in a red box below it, followed by 'TAKES BACK NYC' in white letters.

# DEFENDING HOME TURF

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# TAKES BACK NYC

# SEAMLESS NYC COMEBACK STRATEGY: 2015

## CONSUMER TRUTH

Long hours, demanding careers, busy lifestyles, and a high cost of living make New York a tough place to live, but saying **“I’m a New Yorker” is a badge of honor.**

## BRAND TRUTH

Seamless provides access to more restaurants, cuisines, and options for diners than any other service.

## CULTURE TRUTH

In New York, delivery is a way of life.

## STRATEGIC THOUGHT

**Connect with people’s proud New York identity.**

YOU MADE  
RENT  
CELEBRATE  
BY NOT MAKING  
DINNER.

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HOW NEW YORK EATS

Cooking  
is so  
JERSEY

seamless

HOW NEW YORK EATS

YOUR  
TINY KITCHEN  
WILL THANK YOU  
AND SO WILL  
THE GUY  
SUBLETTING IT.

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HOW NEW YORK EATS

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66%

NYC 3rd-party food delivery market share<sup>1</sup>

Uber Eats



DOORDASH



POSTMATES

34%

A panoramic view of the Los Angeles skyline at sunset. The sky is a warm, hazy orange. In the foreground, numerous tall palm trees are silhouetted against the city. The city buildings are visible in the background, with some skyscrapers standing out. The overall atmosphere is serene and iconic of Los Angeles.

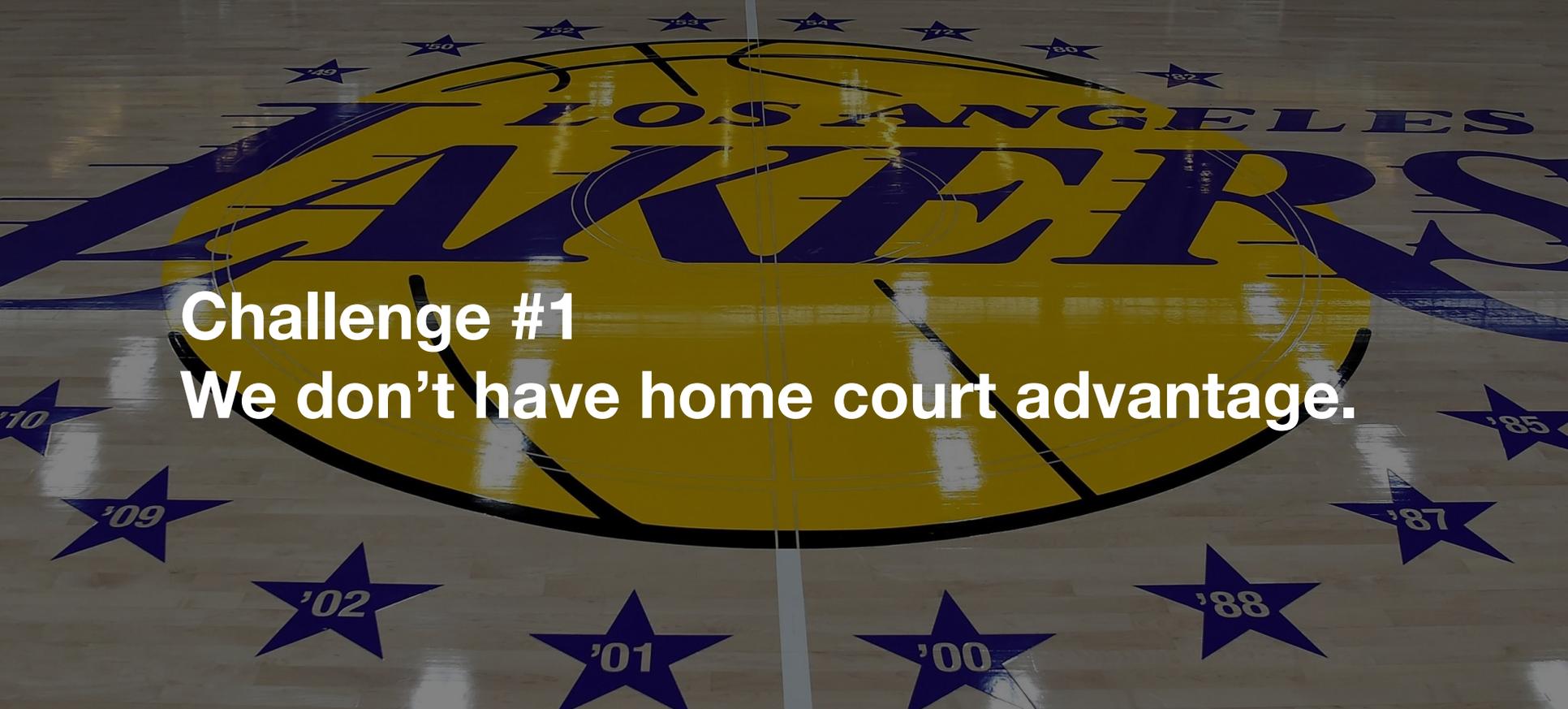
# TAKING OUR TALENTS WEST

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IN LOS ANGELES

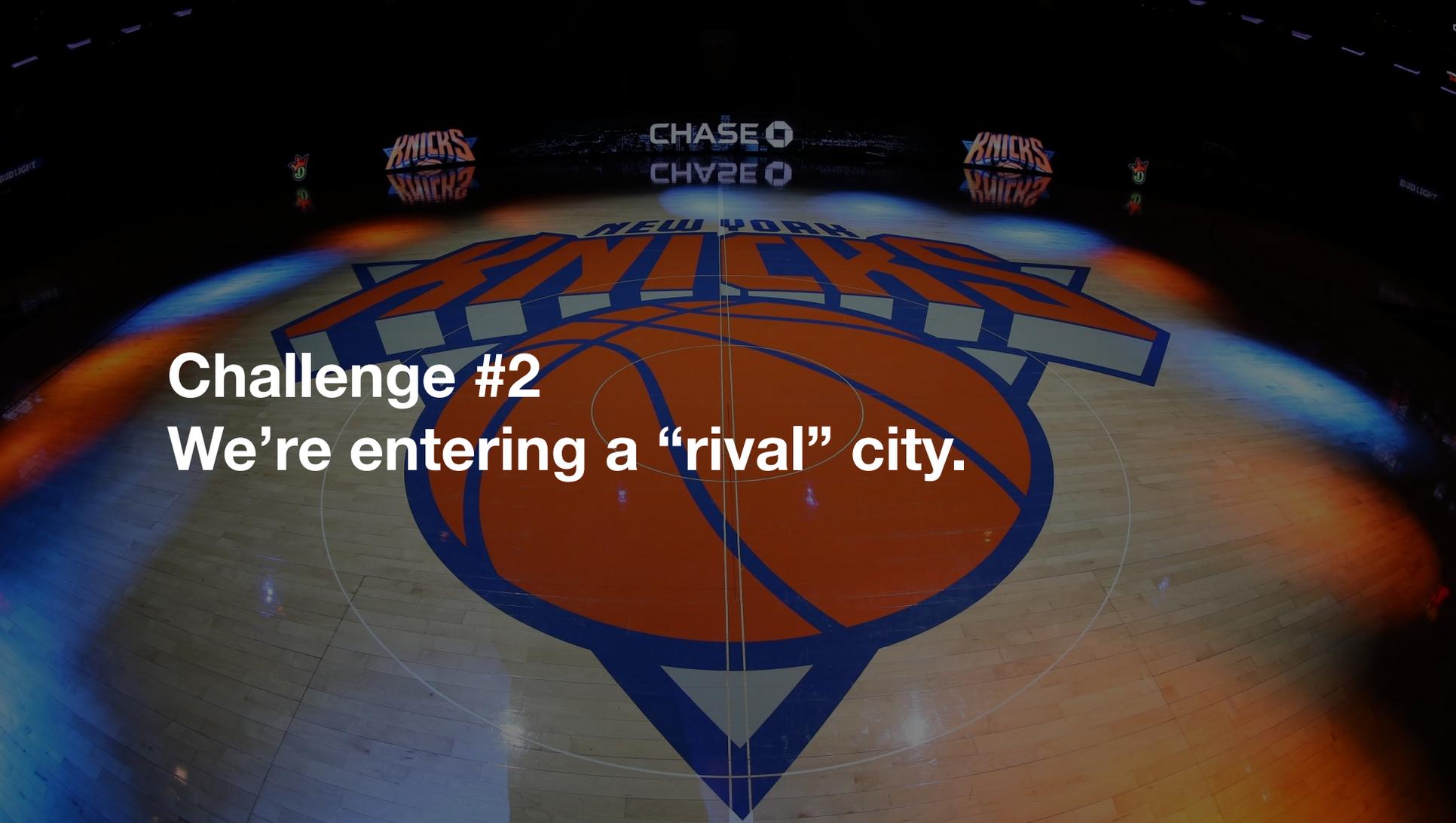
**Our Goal: tap into LA culture, just like we did when we took back NYC.**

**This won't be as smooth...**



# Challenge #1

We don't have home court advantage.



**Challenge #2**  
**We're entering a "rival" city.**



**Challenge #3**  
**That damn virus.**

OVER 8 MILLION  
PEOPLE  
— IN —  
NEW YORK CITY

and we help you

AVOID THEM  
ALL.



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HOW NEW YORK EATS



Seamless Community  
Relief Fund

## FIRST, LET'S START WITH WHAT WE'RE ALREADY DOING IN NYC

  
NOTHING  
RUINS A GOOD  
*Meal*  
LIKE OTHER  
NEW YORKERS.

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HOW NEW YORK EATS

Deferred commission fees

Seamless Community Relief Fund

Donate the Change goes to organizations  
that help drivers and restaurants

Contact-free delivery

Altered, but consistent messaging

# UNDER NORMAL CIRCUMSTANCES...

## CONSUMER TRUTH

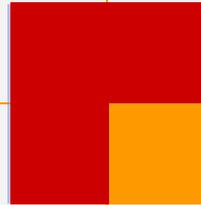
Beneath the shallow surface of Hollywood is a dedication to authenticity at the heart of LA.

## BRAND TRUTH

Seamless has a long history of connecting people with the city - especially what's local.

## CULTURE TRUTH

While New York and LA are both booming cities that love their food, Los Angeles moves to a different beat than New York.



# ... BUT THINGS AREN'T NORMAL, THANKS TO COVID-19

## CONSUMER TRUTH

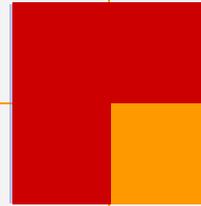
We feel helpless against an untraceable disease and we want to help.

## BRAND TRUTH

Entering a flooded market where they need delivery, but they don't need another big company.

## CULTURE TRUTH

We need delivery now more than ever to both reduce risk, maintain the economy, and keep businesses open.



# OUR STRATEGY WITH BOTH IN MIND

## CONSUMER TRUTH

Beneath the shallow surface of Hollywood is a dedication to authenticity at the heart of LA.

## BRAND TRUTH

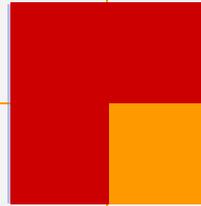
Seamless has a long history of connecting people with their city.

## CULTURE TRUTH

LA has developed a unique culinary identity that it connects its people, COVID-19 is threatening that binding force of Los Angeles.

## STRATEGIC THOUGHT

**In a city where food is a common connector in a time when isolation is required, Seamless will change how LA eats, now and later.**



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**HOW ~~NEW YORK~~ EATS**, NOW.  
LOS ANGELES

# PHASE 1:

THE NOW

The threat of COVID-19 is still keeping the country in lockdown. How can we help the people of Los Angeles, **now**?

# PHASE 2:

THINGS ARE  
LOOKING UP

The threat is still ongoing, but travel restrictions have loosened. How can we maintain caution but aid in the transition, **now**?

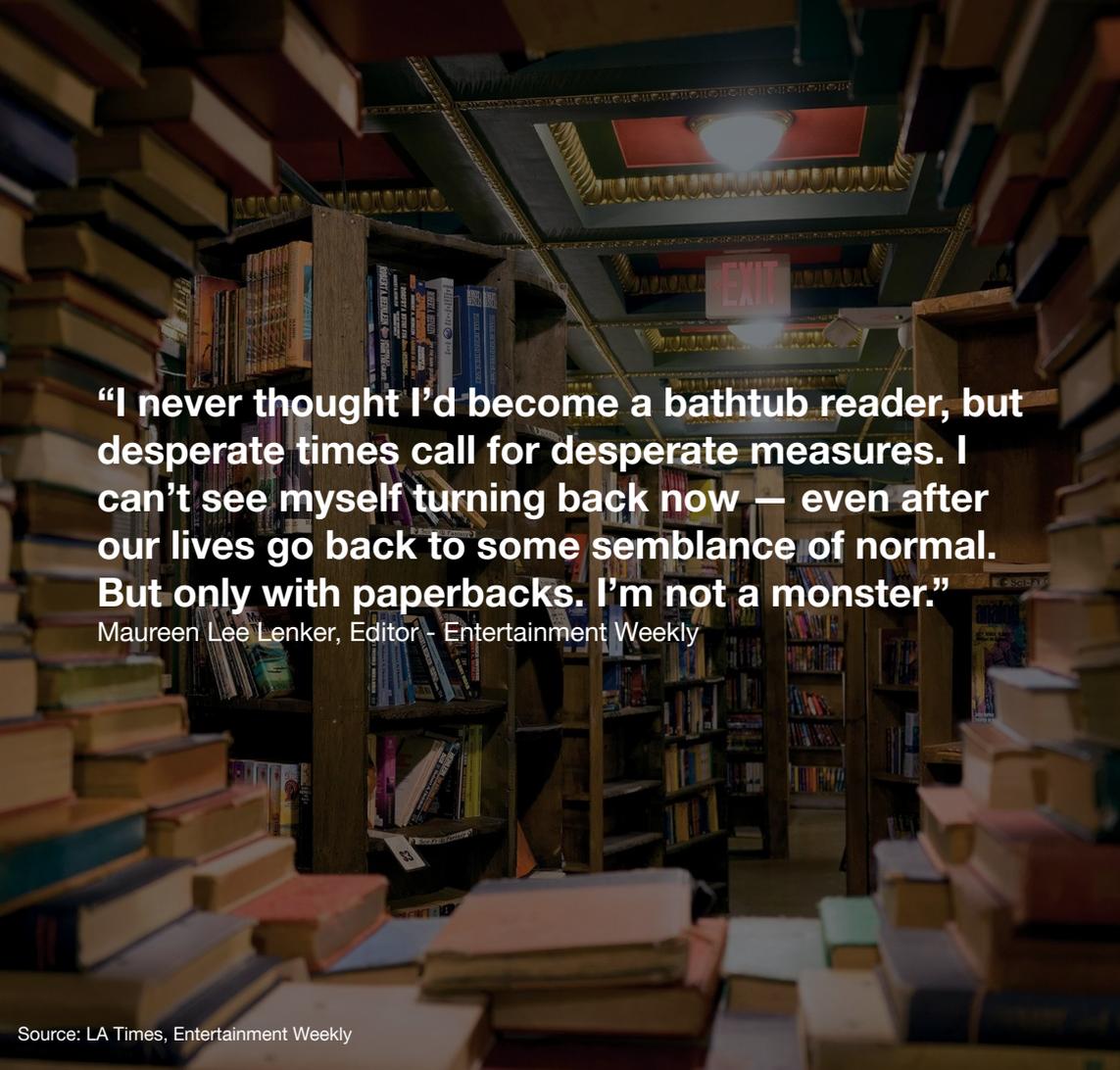
# PHASE 3:

BACK TO  
NORMAL

Protection protocols have been lifted and Angelenos are back to life as we used to know it. After working to build trust, Seamless can fully launch with activations and campaigns, **now**.

A black and white photograph of a city skyline, likely Los Angeles, with numerous palm trees in the foreground. The text "PHASE 1: COME THRU WITH CARE" is overlaid in white, bold, sans-serif font across the center of the image. The background shows a dense urban landscape with various skyscrapers and buildings under a hazy sky.

**PHASE 1: COME THRU WITH CARE**



**“I never thought I’d become a bathtub reader, but desperate times call for desperate measures. I can’t see myself turning back now — even after our lives go back to some semblance of normal. But only with paperbacks. I’m not a monster.”**

Maureen Lee Lenker, Editor - Entertainment Weekly

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+ **Book Worms**

## **VIRTUAL BOOK CLUB PARTNERSHIP**

Reading has become one the hottest things to do to pass time in Club Quarantine.

In response to the global pandemic and stay-at-home orders issued by the state, the Los Angeles Times and other popular book clubs have moved their popular weekly book club meetings to Zoom.

But people can’t get their books.

### **Where does Seamless fit in?**

From Book Soup to The Last Bookstore, many LA bookstores have become local institutions. Their doors maybe be closed to the public but that doesn't mean we can't get their books into people's hands and support the shops.

When you order a book from an LA bookstore through Seamless you will be sent the book along with a free cup of coffee. You will also be able to make donations to your favorite store via the app.



**“It’s getting harder and harder to stay open.  
Right now you have to try everything. You have to  
turn every rock and see what’s gonna work.”**

Danny Rodriguez, Owner - Pablito's

**seamless** X **Street Eats**

## **TACO TRUCK DELIVERY SUPPORT**

Taco trucks, a staple in the streets and stomachs of LA, are struggling severely amidst the COVID-19 crisis.

While many vendors thought they could survive, sales have dipped for most vendors as much as 70%.

Delivery services normally shy away from food trucks. Not anymore.

### **Where does Seamless fit in?**

Commission free partnerships with local taco trucks

OOH ads on mobile taco trucks

Free Delivery

A woman with dark hair tied back, wearing large white headphones, is smiling broadly while sitting at a table. She is eating popcorn from a large glass bowl. The background is softly blurred, showing what appears to be a restaurant or cafe setting with warm lighting.

**“Whether you’re socially distant or not, you still want to remind yourself why you’re together and recreate those good vibes and memories as much as possible.”**

Dr. Racine Henry, Marriage + Family Therapist

## **seamless** Social Distance Date Night

### **CROSS COUNTRY DINNER WITH BAE**

Quick car trips or flights to see significant others has come to an abrupt halt, thanks to Coronavirus. Couples have been left to figure out new ways to stay connected and keep the romance fire lit.

Date night isn’t dead...

It’s just different...

### **Where does Seamless fit in?**

For the LA x NYC lovers, Seamless LA will work with it’s better half to help with bi-coastal date night.

One person can coordinate dinner delivery for both parties within the Seamless app.

Dinner for both parties will be delivered within 5-10 minutes apart.



# PHASE 2: BACK TO THE BEACHES



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Beach Delivery

## 85 DEGREES AND HUNGRY

People have been cooped up in their houses for weeks, watching the start of summer come and go. Lockdown has finally been lifted a bit, and if all goes as hoped, public places are reopening just in time to enjoy a bit of summer.

We should they go back inside to eat?

## Where does Seamless fit in?

We set up kiosks across LA's beaches and piers, serving as a middleman for drivers and customers. They'll order on the app and designate the kiosk they want to pick up from. The driver then drops their order and is on their way to the next.

Lounge chair delivery made easy.



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Jet Ski Delivery

### **NO NEED TO PACK A LUNCH**

With summer comes boating weather, and LA's coastline will be full of them post lockdown. Whether you're sunbathing on a yacht or boating along the coastline, you're going to get hungry.

No need to ruin the fun by going back to shore or eating a warm tuna fish sandwich.

### **Where does Seamless fit in?**

For those who crave tacos miles out to sea, Seamless will hire certified jet ski operators to deliver your meal boatside.

For a limited time, you don't have to choose between a day at sea and a quality meal.



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**Donate Your Change**

### **FIGHTING FOOD INSECURITY**

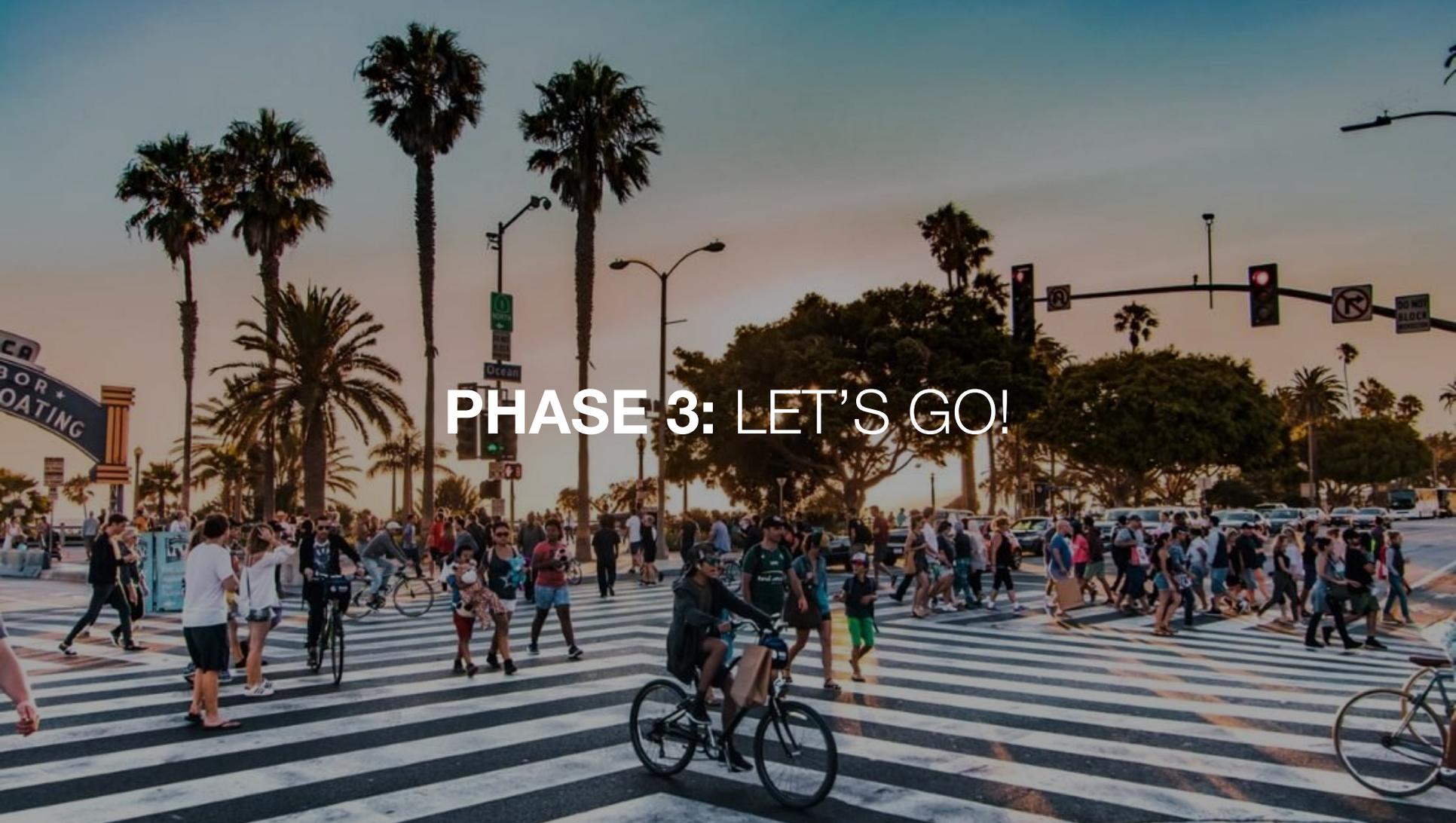
Much of the city may be getting back to normal, but many will not. Los Angeles is home to the biggest population of food insecure people in the nation, and COVID-19's effect on employment and the economy are likely to exacerbate the problem.

#### **Where does Seamless fit in?**

Seamless already encourages donations in New York, allowing customers to round up their order and donate the difference.

Along with the Seamless Community Relief Fund, we'd like to partner with organizations like the LA Food Bank and Good Food LA to provide meals to those struggling.

We believe in the strength of the LA community, so we'd like to expand that program to include custom donation amounts to encourage a greater impact.



**PHASE 3: LET'S GO!**



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Announce Our Arrival

## LANDMARK TAKEOVER

Seamless is already known in New York for taking advantage of local landmarks and neighborhoods in their advertising. LA, much like New York, has numerous sites that locals hold near and dear.

### Where does Seamless fit in?

Using projectors, Seamless “takes over” ten famous LA landmarks across the city to show Angelenos that we are here in a big bold way.

Whether you’re at Griffith Park or the Santa Monica Pier, we’ve got you covered and we’ll beat that traffic to get to you.



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Support The Locals

## PAINT THE TOWN

Los Angeles is famous for its art scene. If you drive through West Hollywood or Venice it is impossible to miss many of the large scale painted murals by both new and veteran artists.

### Where does Seamless fit in?

Seamless buys wall space around the city then gives the space to local up and coming artists to put their stamp on the city.

Alongside using mural space on free standing buildings, Seamless will also give its restaurants the opportunity to become works of art. If they wish, restaurants who already partner with Seamless can sign up for a chance to have murals painted on their buildings.



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**Connect With Culture**

## **SKATER SCENE**

LA is world renowned for its skateboarding scene - some even say the sport was invented there. Home to world renowned skate parks and competitions, you can find thousands of kids skateboarding everyday in this city.

Other brands, such as Nike, have noticed this too and created a national holiday: Go Skateboarding Day.

### **Where does Seamless fit in?**

Every summer on Go Skateboarding Day Nike hosts events and demos with their athletes at famous parks across the country.

With LA being the mecca for skateboarding we will offer free delivery and free food from partnering restaurants to all skateparks across the city.

**WHO DOES**

**seamless**

**LA TALK TO?**

## WHO DO WE TALK TO?



Born and raised in LA, they are active members in their community with passion for the LA cultures.

### THEY LIVE ON DELIVERY

They don't have time to sit in LA traffic, so they are avid users of delivery apps. They chose to eat at local spots rather than large chains, even if that means traveling further or waiting longer.

### COVID-19 SCARES THEM

They are concerned about the health of the community, and are already feeling the loss of small businesses that may not make it through. They want to support them in any way they can, big or small.

“I know social distancing is the best way to protect my neighbors, but I hate feeling so powerless.”

### DUE TO PANDEMIC PROTOCOLS

## WE'LL RELY ON PAID SOCIAL AND TV TO REACH THEM.

They're not actively looking for a replacement in delivery service, but they're not fully satisfied with the service they have. They'd rather use one that shows they care for their community.

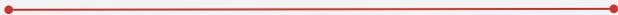
THEY WANT A SERVICE THAT DOES MORE THAN DELIVERY.

THEY NEED US.

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# PHASE ONE: CONNECT + CARE

The threat of COVID-19 is still keeping the country in lockdown.



Local bookstore partnerships    Taco truck delivery    Social Distance Date Night    Beach Delivery    Jet Ski Delivery

Television/Streaming ads    Social Media    Television/Streaming ads    Social Media



**PHASE 1** → **PHASE 2**



# PHASE TWO: BACK TO THE BEACH

The threat is still ongoing, but travel restrictions have loosened.

# OUR TIMELINE



## PHASE TWO (cont'd): BACK TO THE BEACH

The threat is still ongoing, but travel restrictions have loosened.



## PHASE THREE: BACK IN BUSINESS

Protection protocols have been lifted and Angelenos are back to life as we used to know it. **Seamless can execute a complete launch campaign.**

A wide-angle photograph of a busy New York City street at dusk. The street is filled with yellow taxis and other vehicles. Tall buildings line both sides of the street, with some windows illuminated. The sky is a mix of blue and orange from the setting sun. The overall atmosphere is that of a bustling urban environment.

**WE CAN'T FORGET OUR ROOTS**

WE'LL TAKE SOME OF THIS BACK  
TO NEW YORK CITY.

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**HOW ~~NEW YORK~~ EATS**, NOW.  
LOS ANGELES

HUNGRY?