

UBER ICE CREAM

GLOBAL SUCCESS ACHIEVED LOCALLY

THE UBER ICE CREAM CAMPAIGN WAS LAUNCHED ON THE 24TH JULY FOR THE FOURTH TIME AND COVERED 252 CITIES IN 57 COUNTRIES. USERS COULD REQUEST ICE CREAM DELIVERY TO THEIR LOCATION THROUGH THEIR MOBILE APP. HERE ARE THE RESULTS OF THE CAMPAIGN.

SOCIAL STATS FROM SOCIAL LISTENING

 92%

INCREASE IN
DISCUSSION VOLUME

25K

NUMBER OF MENTIONS
WITH #UBERICECREAM

 122%

INCREASE IN
SOCIAL MEDIA REACH

 70M

INTERNET USERS
CAME ACROSS UBER'S CAMPAIGN

UBER ICE CREAM CAMPAIGN IN POLAND

 7%

INCREASE IN
AVERAGE WEEKLY
TRIPS PER USER

 24%

BOOST IN OVERALL
SOCIAL MEDIA
ENGAGEMENT

 11%

INCREASE IN
ORGANIC SIGNUPS
COUNTRYWIDE



INGREDIENTS USED BY LODOVE



 50KG

BANANAS

 80KG

YOGHURT



55KG

STRAWBERRIES

INFOGRAPHIC POWERED BY

BRAND24
SOCIAL MEDIA MONITORING & ANALYTICS

U B E R

