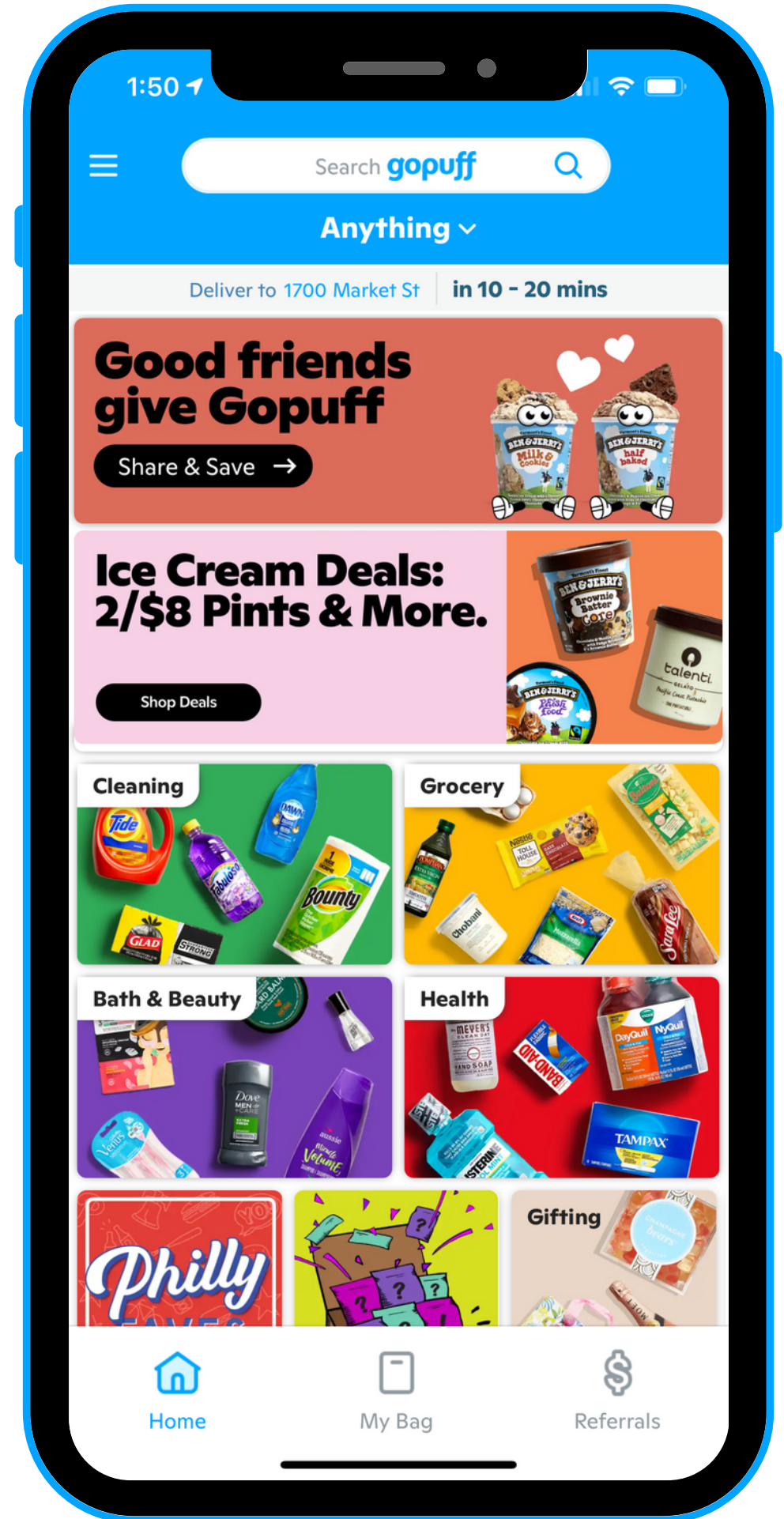
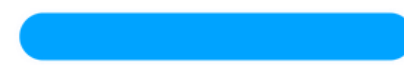


# Concrete Jungle Communications

01





**gopuff**



# The Team



**ASHLEY  
BRITTON**

President and  
Account Director



**MADELYN  
IANNUCCI**

Senior Management  
Director



**DAVID WILF**

Creative Director



**RYAN WEICHT**

Public Relations  
Director



**LAUREN  
MORGAN**

Chief Media Director

**Add to Bag**



🔍

# Assignment & Objective



## Situation Analysis



## Preliminary Findings



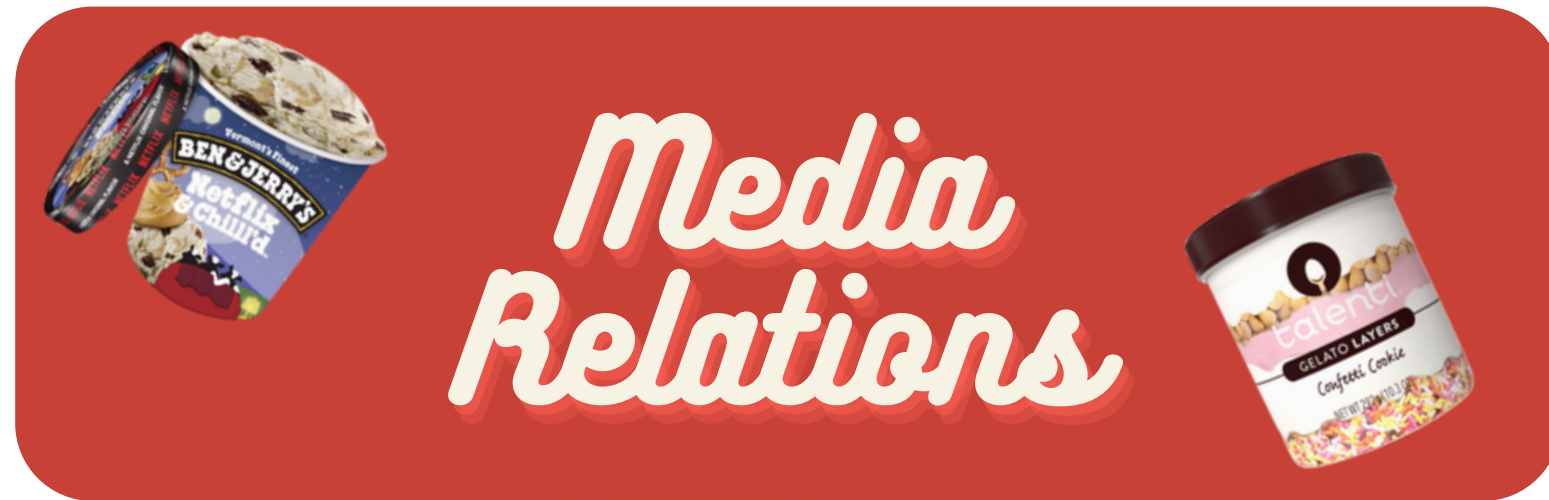
## Research and Strategy

## Creative Concept



## Plan of Action





Media Buying >



Suburban Launch >



Budget & Timeline >



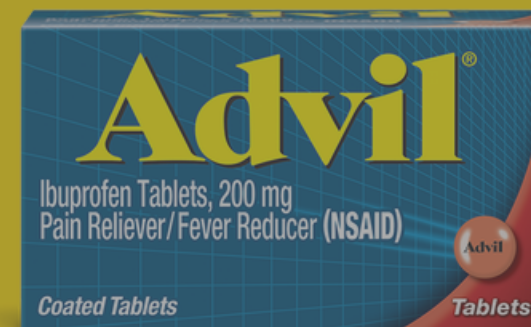
Measure of Success >



# Assignment & Objective



## Situation Analysis



## Preliminary Findings



## Research and Strategy

## Creative Concept

## Plan of Action





# Assignment and Objectives



## Objective

Expand Gopuff's brand awareness in NYC and surrounding suburban markets

## Objective

Create engagement on Gopuff platform

## Objective

Build customer loyalty

## Objective

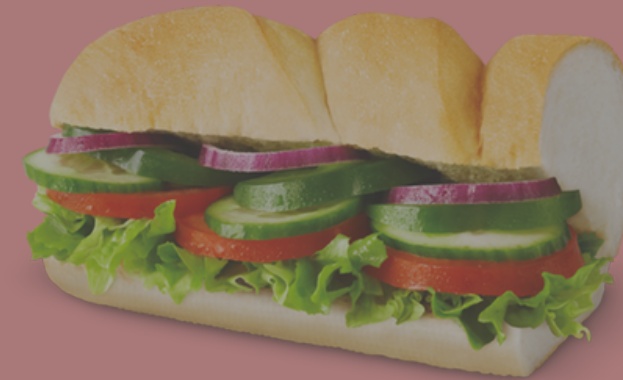
Build brand recognition

## Goal



Create new communications assets to raise brand awareness of Gopuff's services and products, with the ultimate goal to increase and drive engagement on the Gopuff platform that will increase customer loyalty.

# Assignment & Objective



## Situation Analysis



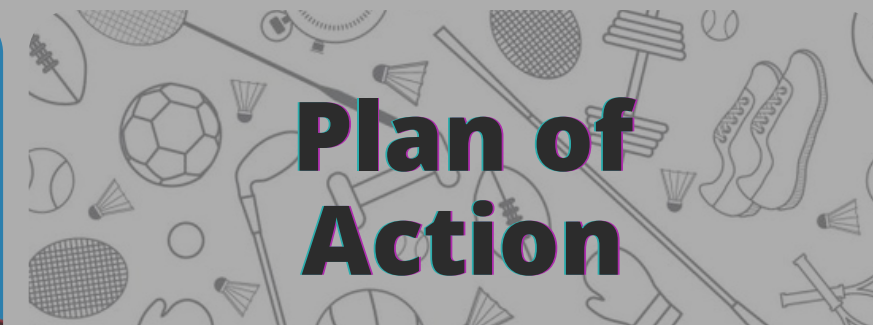
## Preliminary Findings



## Research and Strategy

## Creative Concept

## Plan of Action



## Strengths

## Weaknesses

## Opportunities

## Threats

### S

- Strong geographic expansion
- Instant access 24/7
- Vertically integrated

### W

- Marketing strategy more tailored towards younger generations
- \$10 order minimum
- Misunderstanding on how Gopuff differs from competitors

### O

- Increase number of local products
- Post-COVID attitudes driving more business
- More flexible minimum fees

### T

- Growing competitive market
- Potential growth in waste near distribution centers
- Increased traffic in NYC affecting delivery speed





# Assignment & Objective



## Situation Analysis



## Preliminary Findings



## Research and Strategy

## Creative Concept

## Plan of Action



# Preliminary Findings



## PRIMARY RESEARCH: SURVEY

- 49% of respondents agree that they will pay higher prices for brands that make them feel safe/supported
- More than half will continue to use delivery services even after post-COVID/life returning to normal.



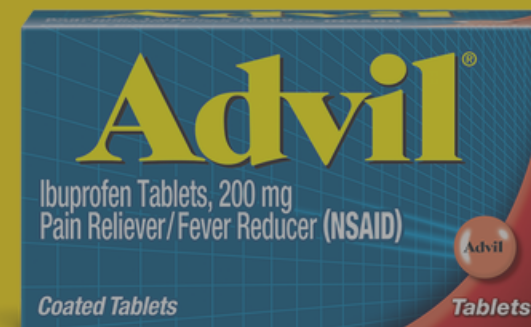
## SECONDARY RESEARCH

- Tools used:
  - Tierney
  - Smart Googling
  - Social media audit

# Assignment & Objective



## Situation Analysis



## Preliminary Findings



## Research and Strategy

## Creative Concept

## Plan of Action



# *Strategic P★ositioning*



Brand Positioning



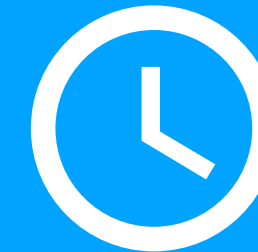


Let's be straightforward:  
**Life is busy!**

**Overwhelmed**

Less  
Resilient

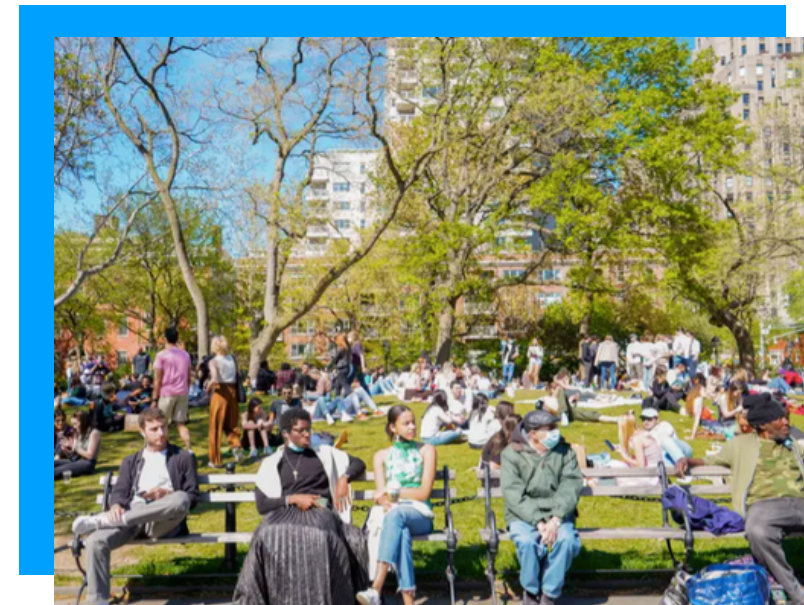
Knocked Down  
By Life



On average, consumers are spending more than half an hour longer per day shopping online than they did prior to the pandemic.



## Believe it or not, it's even crazier for New Yorkers



**Photos show how crowded New York City is becoming as vaccinations ramp up — and locals say the energy of the city is coming back**





**gopuff**



# But that's why people love New York

< **overheardnewyork** ...



2,175 Posts   1.5M Followers   120 Following

**Overheard New York**  
We're all ears. 🦏🐱  
DM your overheard submissions 📩

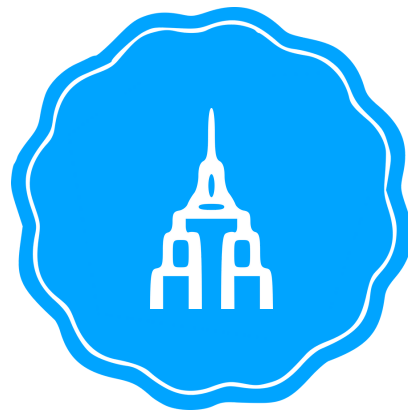
< **humansofny** ...



5,384 Posts   11.2M Followers   241 Following

**Humans of New York**  
New York City, one story at a time. Created by Brandon Stanton.  
'Humans' in bookstores everywhere. Click below to help Esther:  
[bit.ly/letshelppesther](https://bit.ly/letshelppesther)





**To keep up with it all, that is why New Yorkers need reliability, consistency, and convenience from brands**

**"It's all about convenience and ease. Do they have what I need in the moment? If not, I don't waste the time"**

**Surveyed Response, July '21**

"Convenience is more important to me than price"

Surveyed Response, July '21



**In the Big Apple, big lifestyles need big commitment in a small amount of time.**





Meet Ben.



gopuff



Meet Mercedes.



gopuff



Meet Tony and Luke.



gopuff



**gopuff**

***Our three friends all live extremely different lives, but they all have one thing in common...***





gopuff



Unique needs, but a uniform goal.



# Normal is changing

50%

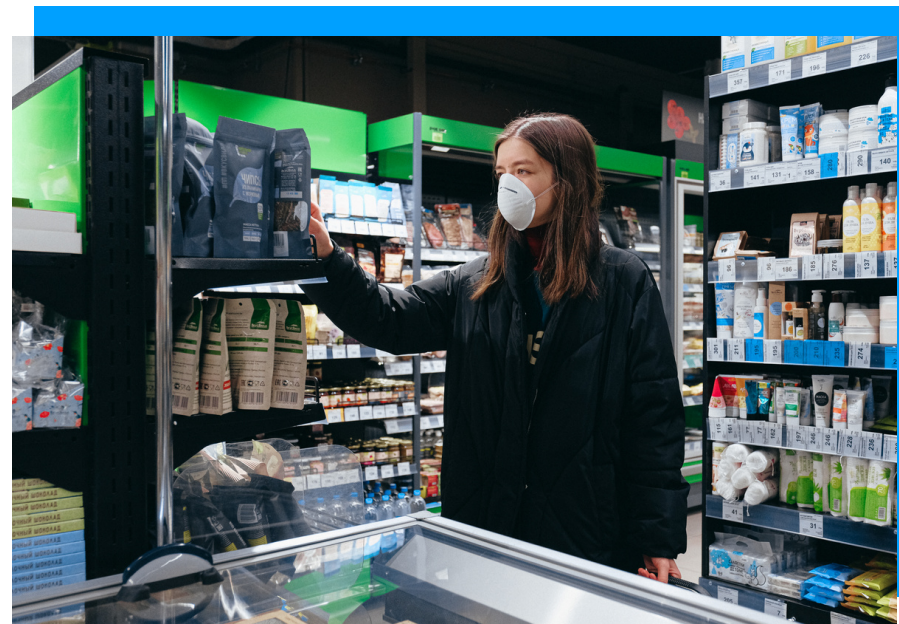
of people said the pandemic  
impacted how often they ordered  
through delivery services.





# And change can be scary

**Resilience**  
**Convenience**



**Reliability**  
**Comfort**





**Which gives businesses the  
opportunity to be the comfort during  
change**

**Be the  
comfort in  
the middle of  
change**

**NEW  
NORMAL**



**And those who deliver comfort have the power to make change feel normal.**

**"Bodegas are just as crucial to New York City's landscape as its verdant parks"**

- Amy Schulman, Culture Trip Editor  
"Bodegas in NYC Are More Than Simple Convenience Stores"



**gopuff**



**Differentiation in delivering comfort.**





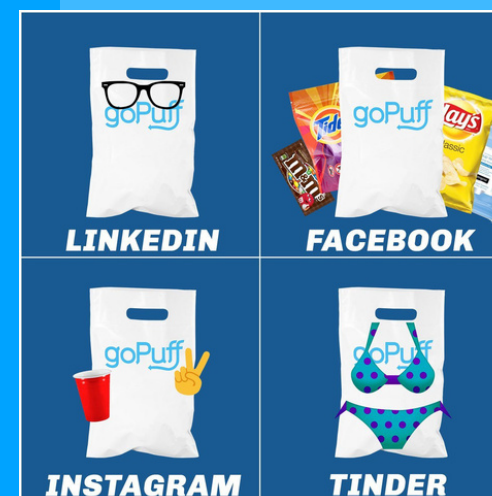
You have a commitment to  
serve people with complex lives  
and complex needs...



This weather is acting like your ex  
(aka CRAZY). Your order is running  
a lil' behind but should be out for  
delivery soon! Questions? Hit us at  
[855-400-PUFF](tel:855-400-PUFF)

Today 7:15 PM

You're about to get that  
paper! Your Charmin is  
about to roll up. Any  
questions? Hit us at  
[855-400-PUFF](tel:855-400-PUFF)





...which turns complexity into simplicity.

**Delivery service Gopuff acquires rideOS for \$115 million**

**Delivery startup goPuff acquires BevMo for \$350M**

**Philadelphia-Based Gopuff Acquires Bandit, an App-Only Coffee Shop**

Gopuff acquires Liquor Barn





# You know the world is embracing new freedoms...

"The pandemic has been a tipping point for the company accelerating ... towards a broader essential offering serving several demographics."

Alexandre Dewez,  
A Deep-dive into Gopuff's Strategy





**gopuff**



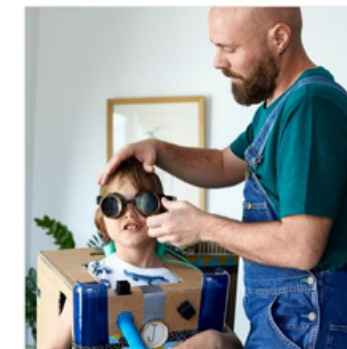
...which is why you take care of  
the simple things.

INSTANT

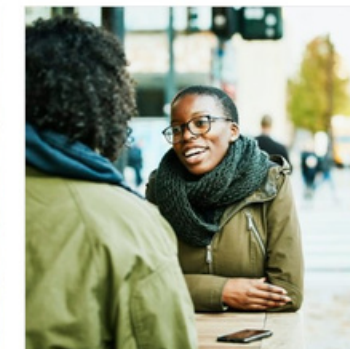
### Saves the Day



October 12, 2020  
**Working 9 to 9**



**One family, three kids &  
too much to do**



**Adulting, but make it  
easy**





gopuff



Provides simplicity when life isn't simple



**In the Big Apple, big  
lifestyles need big  
commitment in a small  
amount of time.**



**Unique needs, but a  
uniform goal.**



**Differentiation in  
delivering comfort.**



**Provides simplicity  
when life isn't simple**



**gopuff**

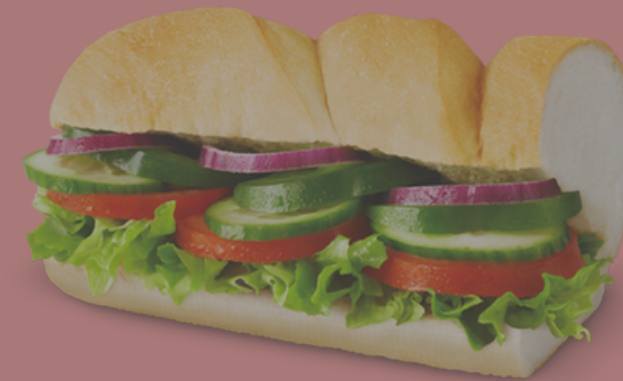


**Embrace spontaneity  
with Gopuff.**

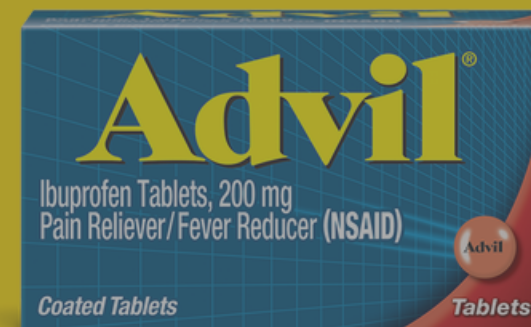
Let's go.



# Assignment & Objective



## Situation Analysis



## Preliminary Findings



## Research and Strategy

## Creative Concept

## Plan of Action





**gopuff**

What's more New York than a bodega? Ingrained into the city's culture, it represents not just snacks and drinks, but New York pride. In what place can you find a more unique crowd than down those aisles? Each person needs something different, but beyond the wrappers and bottle caps, they share the goal of discovering stability. What's more stable than the feeling of friendly, local shops? Visiting that corner side store, it feels as though the products know just how to guide their consumers into the comfort zone.

A bodega brings:

- **Pride** for your city
- **Support** from your surroundings
- **Stability** in the face of life's surprises.



With Gopuff, we're bringing all of that to you. We've capitalized on all of your favorite parts about your local bodega, without you even leaving the couch. Now, whether you're tackling the hottest New York scenes, managing a job and two kids, or embracing the endless spontaneity of the city, you don't have to worry about another trip down the block to pick up the essentials. Let **Gopuff** handle that for you, with

**Your Bodega, Delivered.**



gopuff

Your  
Bodega,  
Delivered.

# Assignment & Objective



## Situation Analysis



## Preliminary Findings



## Research and Strategy

## Creative Concept



## Plan of Action





# Plan of Action



## Public Relations Events

Battle of the Boroughs  
Gopuff Drops

## Influencer Campaign

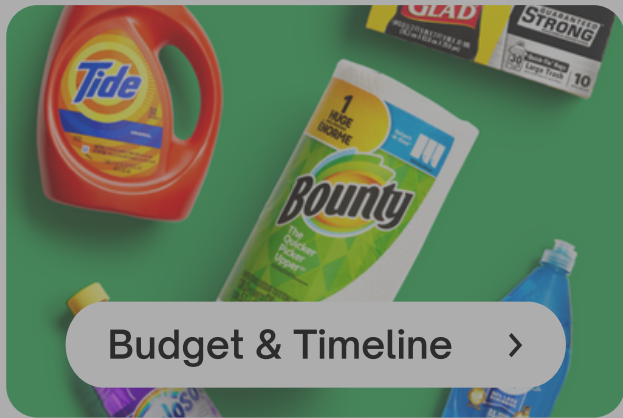
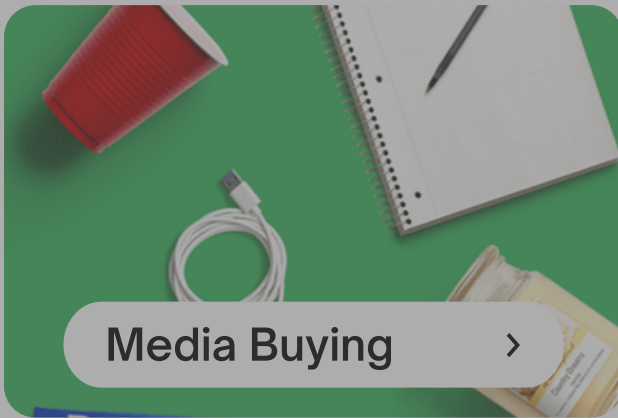
Ambassadors  
Discount Codes  
TikTok/Instagram

## Media Buying

Snapchat and Facebook  
Public Transportation and Billboards

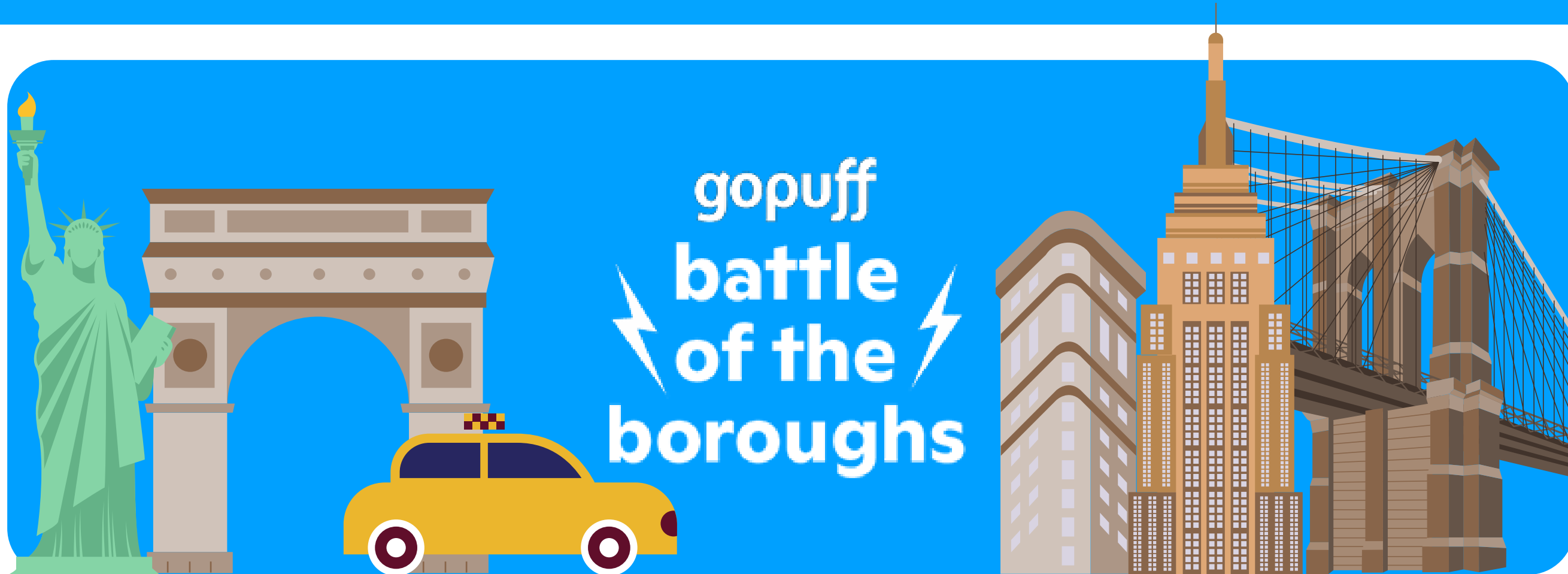








**gopuff**



The "best borough in NYC" debate  
ends here with you.



# Battle of the Boroughs



**There's always  
room for dessert.  
Which treat are  
you picking?**

gopuff  
battle  
of the  
boroughs



Join the conversation





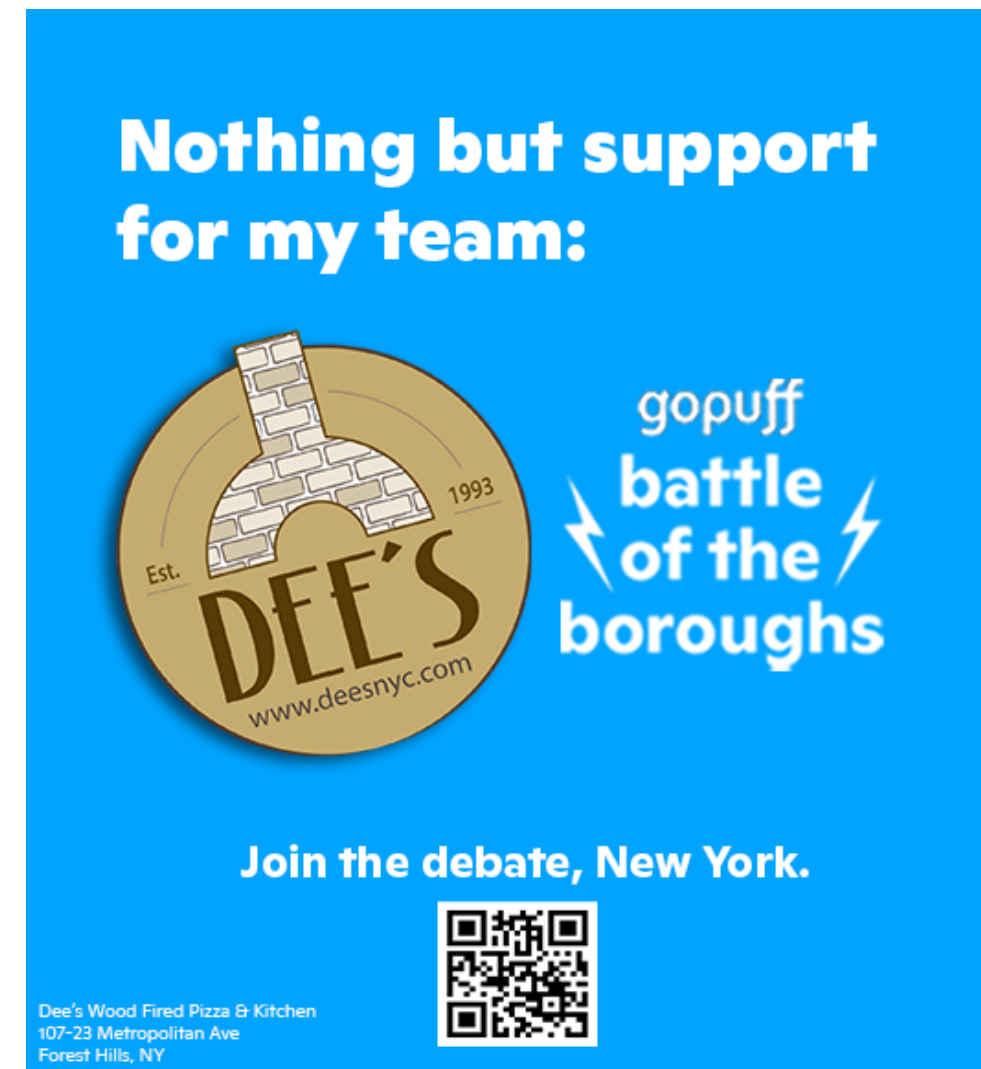
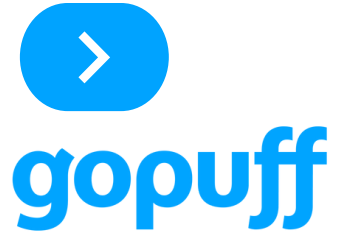
# Battle of the Boroughs

**There can only be one best New York bagel. And you get to decide the winner.**





# Battle of the Boroughs



# Battle of the Boroughs



**Gopuff** ✓  
@gopuff

🎵 Start spreadin' the news... which borough will reign? 🎵👀  
[#BattleOfTheBoroughsNYC](#) [#BOTBGopuff](#)



12:00 PM · Aug 2, 2021

**2.4K** Retweets   **511** Quote Tweets   **18.7K** Likes





**Gopuff** ✓  
@gopuff

How far would you go to fight for the borough of your dreams? Only time will tell, New York 🤔  
[#BattleOfTheBoroughsNYC](#)

12:00 PM · Aug 4, 2021

**1K** Retweets   **5K** Quote Tweets   **1.7K** Likes





**Gopuff** ✓  
@gopuff

It's the final countdown, New York... are you ready to prove your borough has it all?  
[#BattleOfTheBoroughsNYC](#)

12:00 PM · Aug 8, 2021

**475** Retweets   **94** Quote Tweets   **2.9K** Likes



# Battle of the Boroughs



**Gopuff**
  
 @gopuff

POV: there can only be one dessert spot throughout Manhattan and you have the final say... are you picking @levainbakery or @magnoliabakery? #BattleOfTheBoroughsNYC #YourBodegaDelivered



12:00 PM · Aug 17, 2021

475 Retweets 94 Quote Tweets 2.9K Likes



**Gopuff**
  
 @gopuff

Let's settle the debate: Brooklyn's @EssABagel or Harlem's @bosbagels? 🤔🥯 #BattleOfTheBoroughsNYC #BOTBGopuff



12:00 PM · Aug 17, 2021

270 Retweets 73 Quote Tweets 5.2K Likes



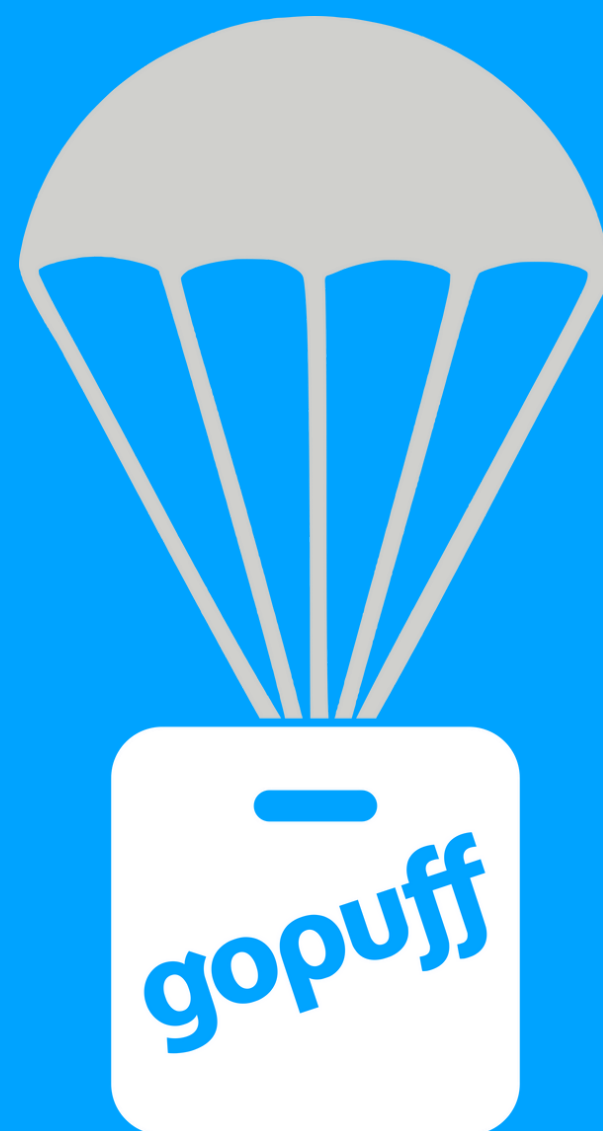
# Gopuff Drops



Potential Layout  
"A surprise public giveaway stand"



# Gopuff Drops



Take an item, take a picture, take off!

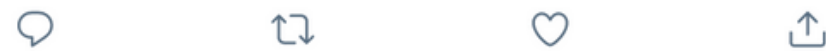


Gopuff is taking [#YourBodegaDelivered](#) to a city block near you. Come see us up close and personal!



12:00 PM · Aug 3, 2021

18 Retweets 4 Quote Tweets 1.2K Likes



Hey New York! Guesses on where Gopuff will drop first? 🙄📍📍📍 [#YourBodegaDelivered](#)

1:32 PM · Aug 5, 2021

315 Retweets 124 Quote Tweets 1.4K Likes



See you soon... borough reveal tomorrow. 🔥🔥



10:20 AM · Aug 9, 2021

**270** Retweets **73** Quote Tweets **5.2K** Likes



No sleep 'til Brooklyn! 😎



10:00 AM · Aug 10, 2021

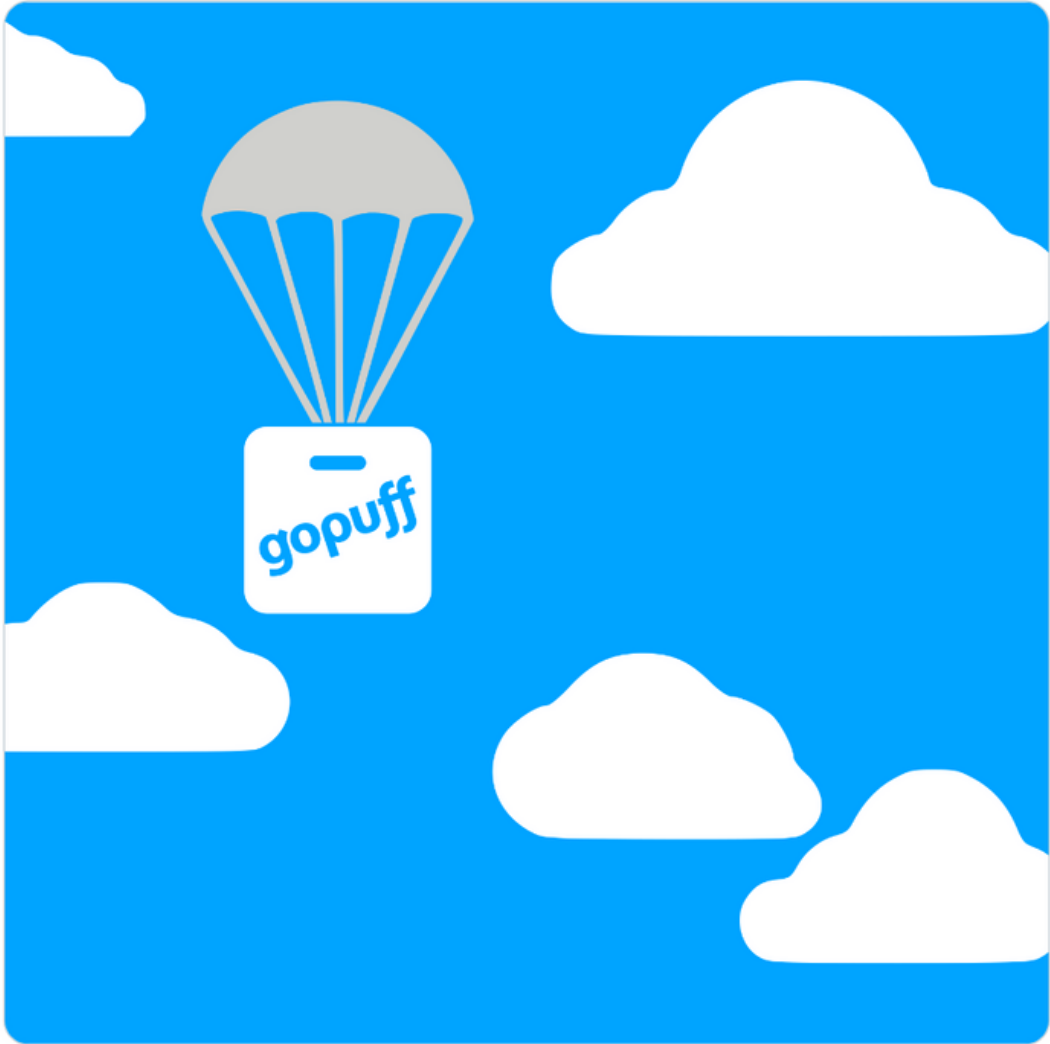
**439** Retweets **12** Quote Tweets **8.3K** Likes







Are you ready Brooklyn? We're dropping in 2 days, and you'll know exactly where tomorrow. 🙄🙄🙄



2:00 PM · Aug 12, 2021

491 Retweets 66 Quote Tweets 1.9K Likes

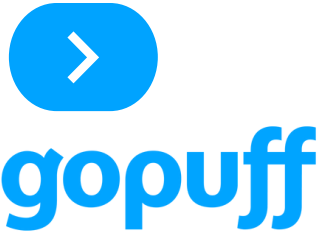


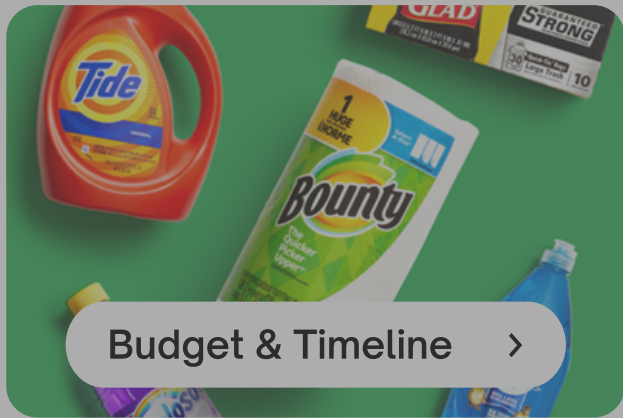
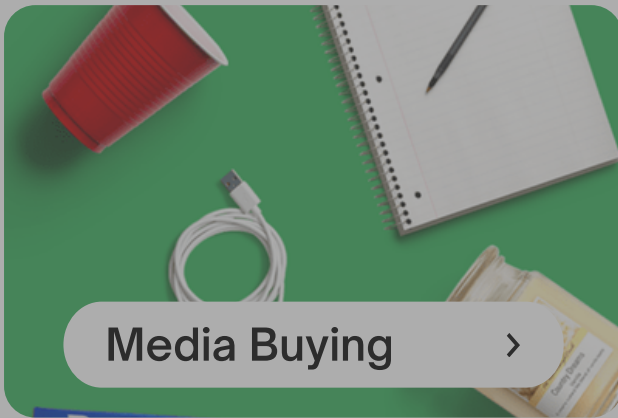
Clear your calendars and call your cabs... we'll be there until supplies run out. 💪



4:42 PM · Aug 13, 2021

1.3K Retweets 175 Quote Tweets 7.8K Likes





# Media Relations/Earned Media

## Press Release



### FOR MORE INFORMATION, CONTACT:

Ryan Weicht

Phone: 212-874-7927

Email: [Ryan.Weicht@tierneyagency.com](mailto:Ryan.Weicht@tierneyagency.com)

### FOR IMMEDIATE RELEASE

### Gopuff Announces New “Your Bodega, Delivered” Campaign For Upcoming NYC Launch

**NEW YORK, N.Y., August 2, 2021** - Gopuff is proud to announce the launch of its new campaign “Your Bodega, Delivered” which aims to promote its upcoming NYC launch and promote brand awareness. The campaign will run August 9, 2021 through October 1, 2021.

Your Bodega, Delivered will primarily consist of various events throughout the city’s boroughs, as well as on popular platforms such as TikTok, Snapchat, and Instagram, where visual and interactive content will be promoted for users to experience. Each promotional piece will ultimately follow the campaign’s idea of “bringing all of your favorite aspects of a bodega to you, without leaving your couch.” with the goal to further spread brand awareness to the target audience of older millennials. Users are encouraged to interact with paid advertisements and contests on these social platforms.

The Your Bodega, Delivered campaign will also feature collaborations with notable influencers from the local NYC area, who will assist in promoting Gopuff content. Among these influencers are Margot Lee, Elizabeth Fowler, Lauren Wolfe, Dude With a Sign, and Amorray Marcano.

For more information: Ashley Britton, [ashmbritto@gmail.com](mailto:ashmbritto@gmail.com)

### About Gopuff

*Gopuff is the go-to solution for immediate everyday needs, fulfilling customer orders of cleaning and home products, over-the-counter medications, baby and pet products, food and drinks, and in some markets, alcohol – in just minutes. With micro-fulfillment centers in every market it serves, the company delivers thousands of products quickly for a flat \$1.95 delivery charge. goPuff is open 24/7 in many markets and late night everywhere else to bring customers what they need, when they need it most.*

###





# Media Relations/Earned Media



**Julia Moskin**  
Food Reporter

**The New York Times**



**Alex Robinson**  
Writer and Editor

**thrillist**



**Erika Adams**  
Reporter

**EATER**

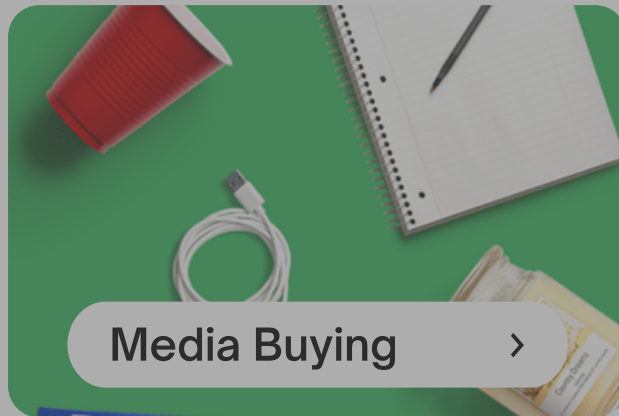


# Media Relations/Earned Media



CUP OF JO

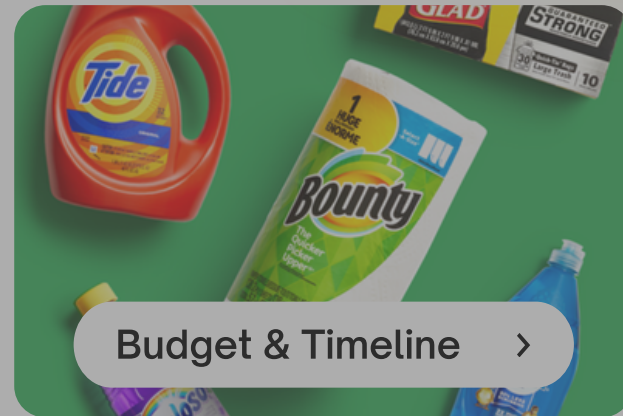




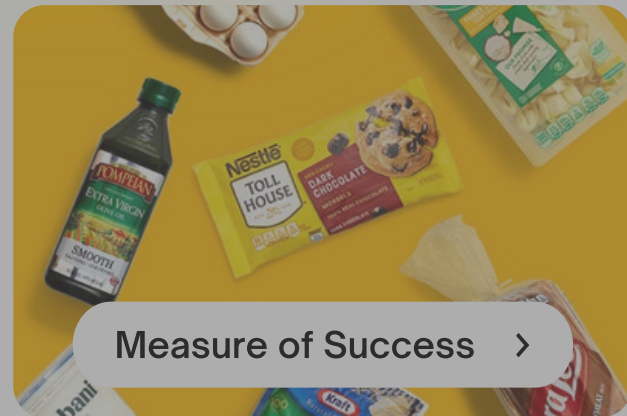
Media Buying >



Suburban Launch >



Budget & Timeline >



Measure of Success >





# Influencer Campaign



margot.lee

Follow

1,086 posts 204k followers 442 following

margot lee

internet person & host of the Working Title podcast  
new york city  
youtu.be/OZXTv0-STtk



dudewithsign

Follow

174 posts 7.6m followers 75 following

Seth

If you don't stand for something, you'll fall for anything.



Liked by 7,648

margot.lee Out exploring in my #500 boots @blundstoneusa x @freepeople Who says you can't dress up boots? #ad

View all 14 comments

October 19, 2020



Liked by 20,684

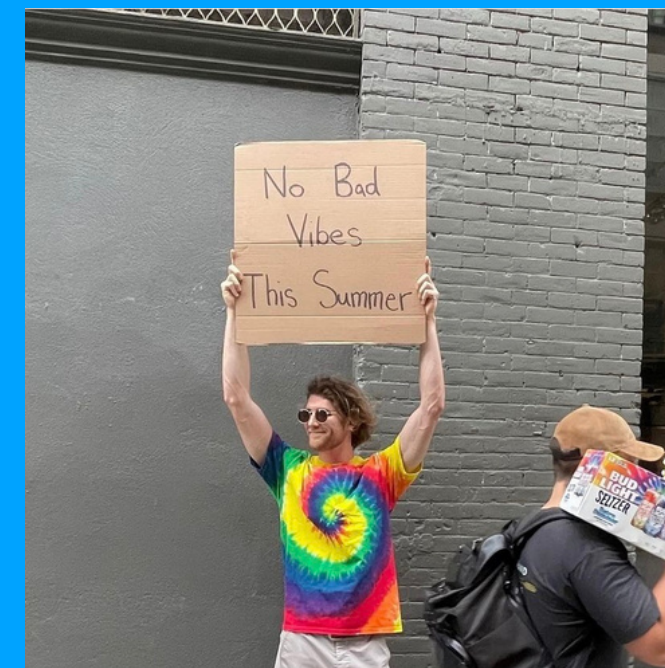
margot.lee didn't see ya there just uploaded a new video with @sc showing you some #dupes to your favorite products (that are also more sustainable!) head to my story for the link! #TroopSC #SephoraCollection #SCHacks #BeautyUncomplicated #sc #ad

View all 50 comments

siena\_mirabella you're unreal

elenataber This is insanely stunning wow

6 days ago



Liked by 464,979

dudewithsign Tie-Dye Seltzers are such a vibe @budlight #ad

View all 1,795 comments

jakemcgee @budlight and @dudewithsign name a better duo

vanessahudgens Amen

June 9



Liked by 611,503 others

dudewithsign I can get away with a cardboard presentation. You should use @Canva #DesignedWithCanva #EnjoyPresentations

View all 5,614 comments

canva Dude's got a point

July 15



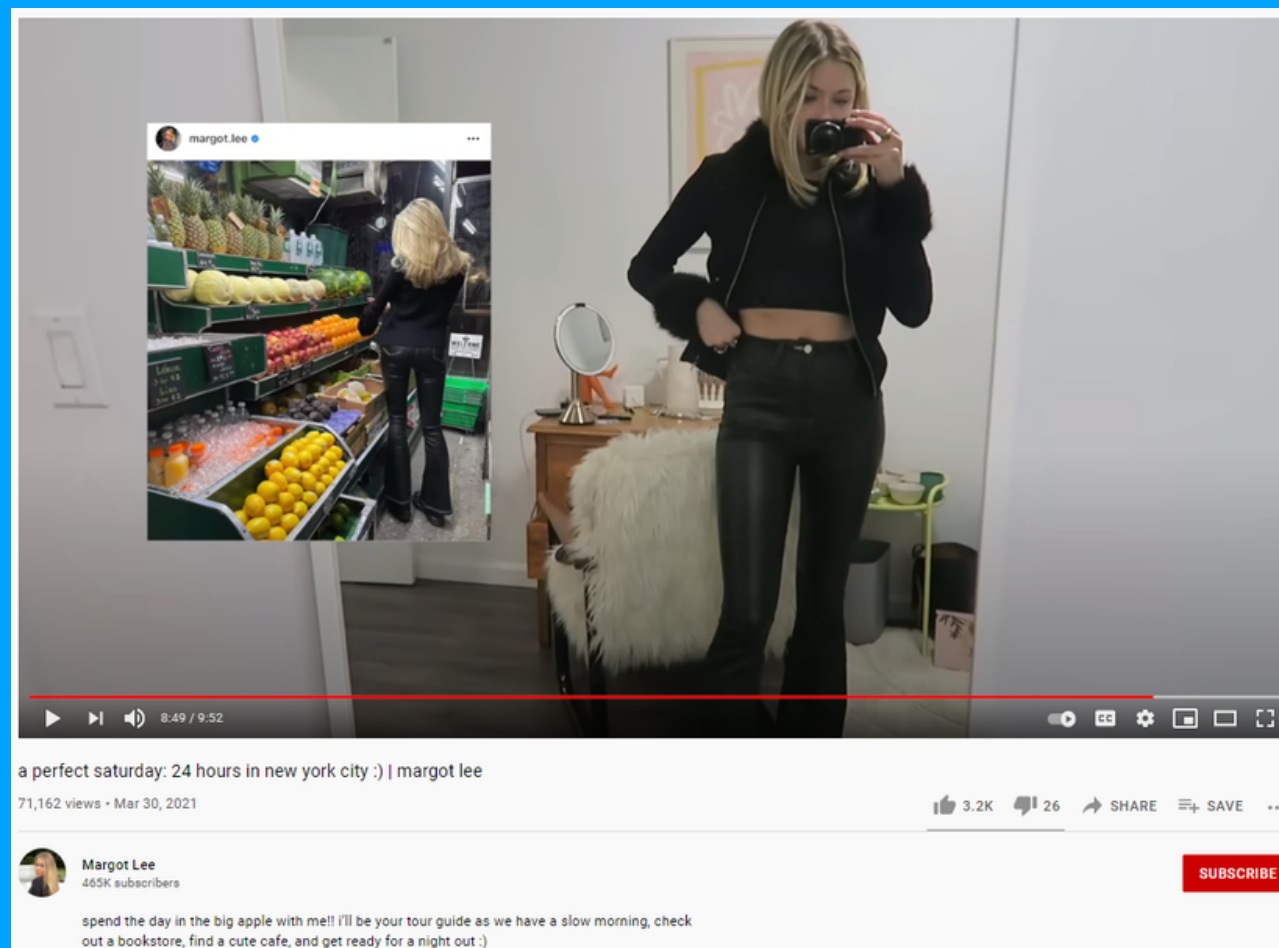




# Influencer Campaign



You Tube

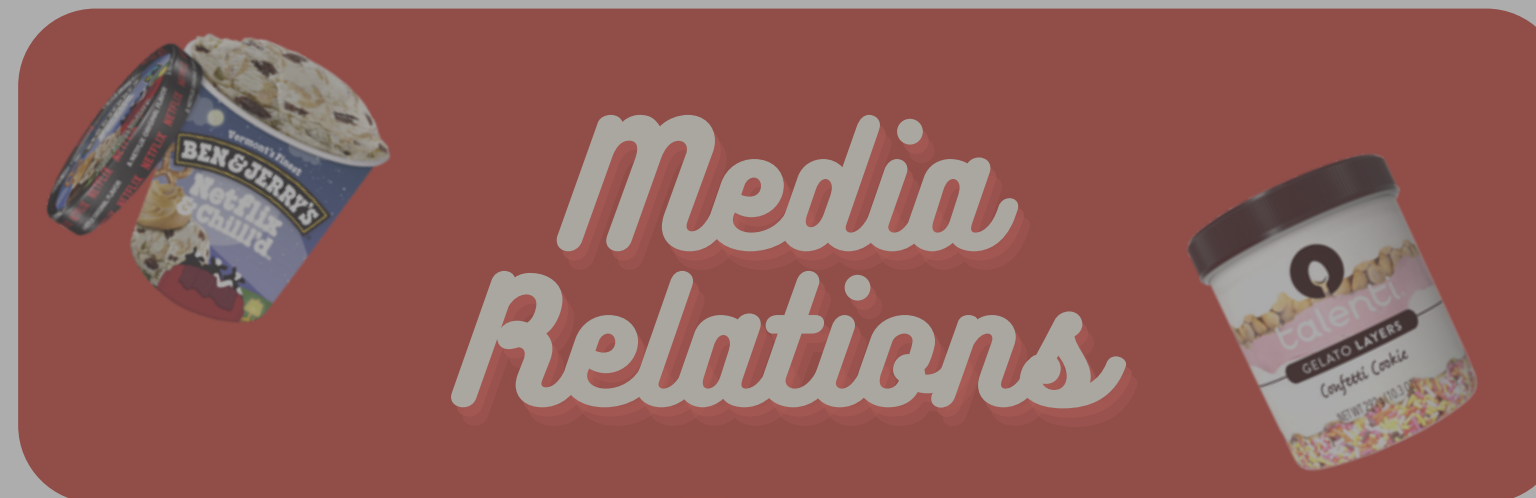




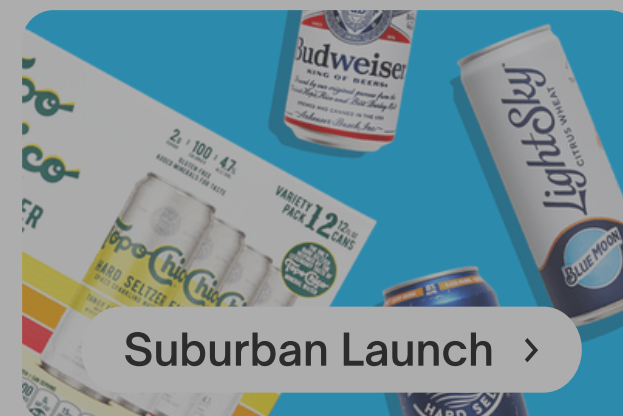
# Influencer Campaign



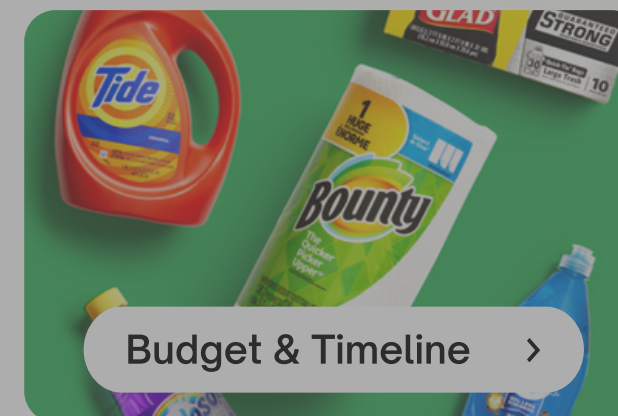




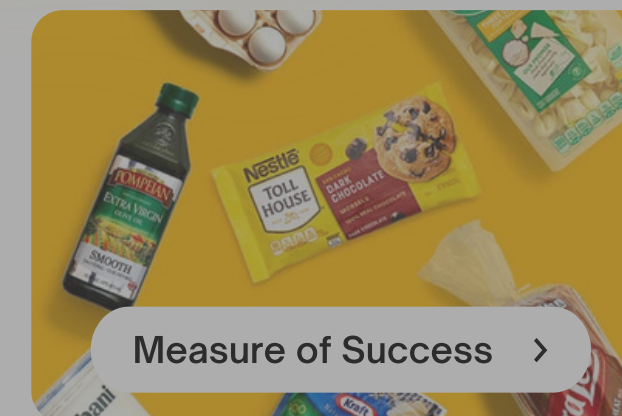
Media Buying >



Suburban Launch >



Budget & Timeline >



Measure of Success >



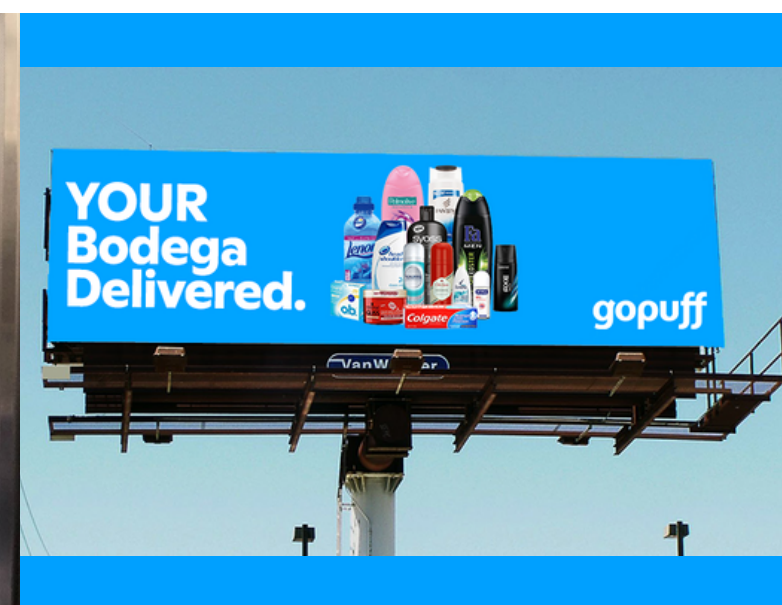


# Media Buying

✓ BUS ADS

✓ SUBWAY ADS

✓ BILLBOARD ADS

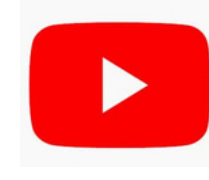




# Media



## Digital Banners

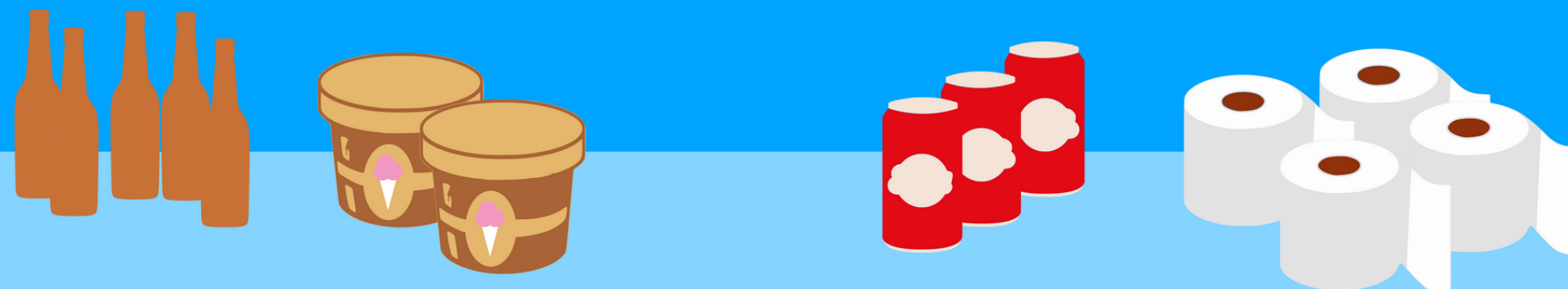


Used on different social media platforms such as Facebook, Instagram, Snapchat, and YouTube to help keep consumers engaged.

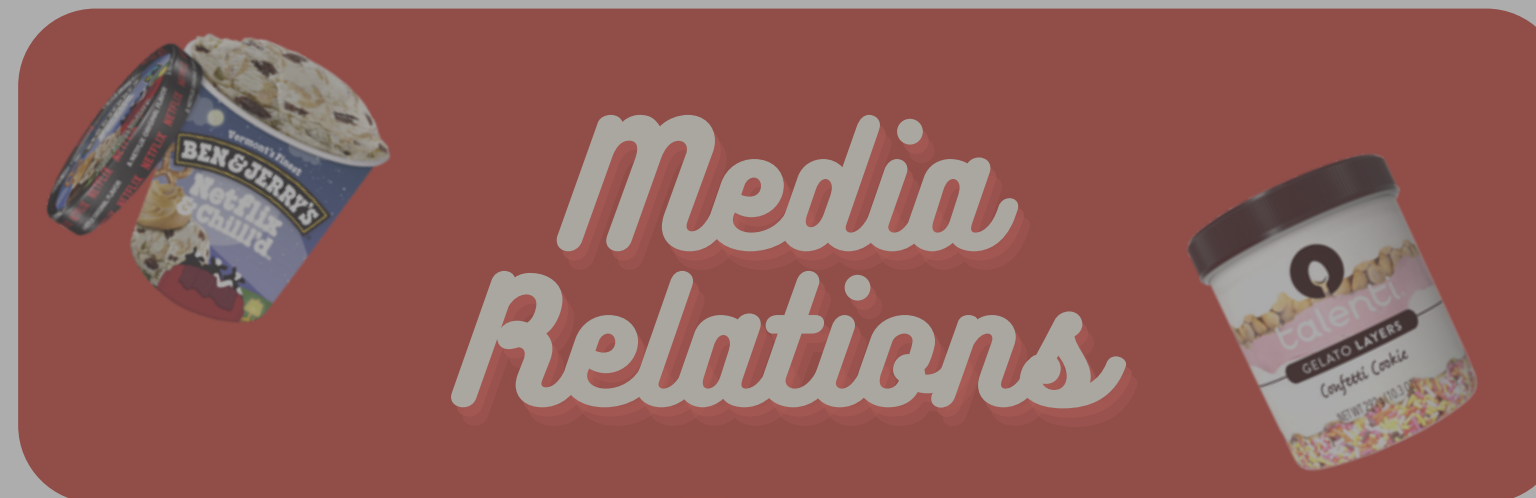


Your Bodega, Delivered.

Your Bodega, Delivered.



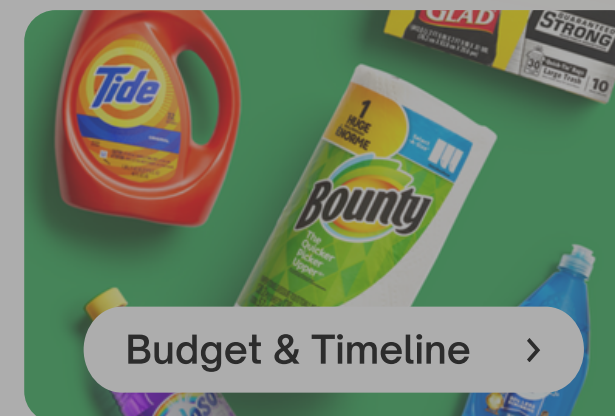




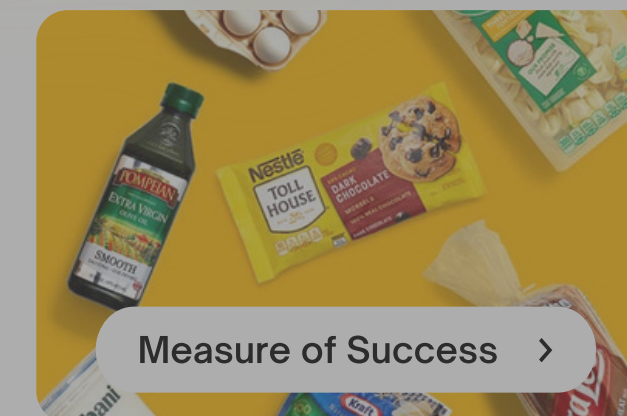
Media Buying >



Suburban Launch >



Budget & Timeline >

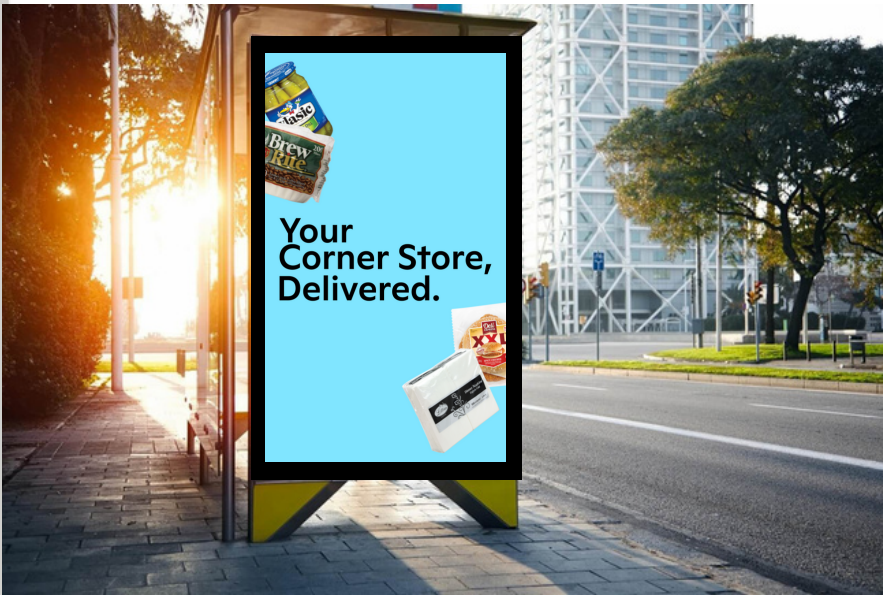


Measure of Success >





# Suburban Launch: Out of Home





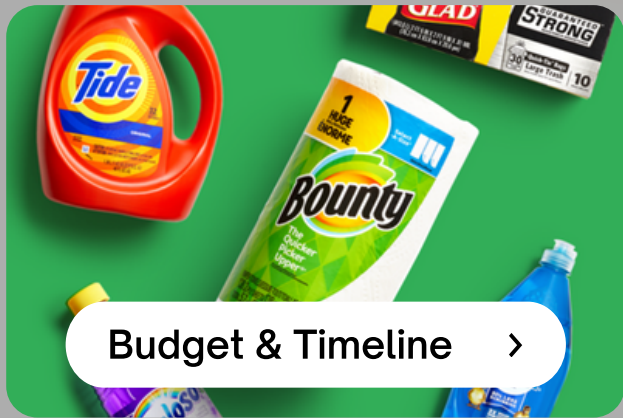
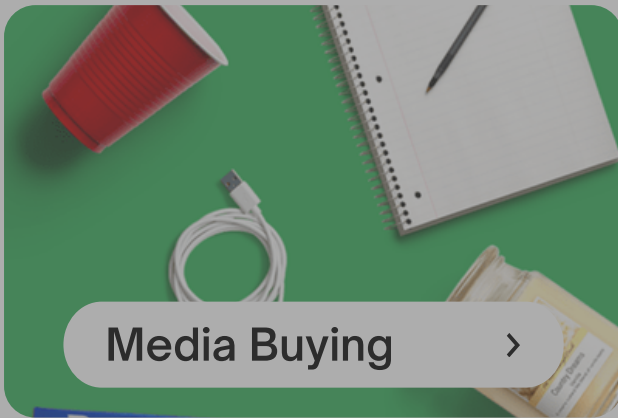


# Suburban Launch: Digital Ads

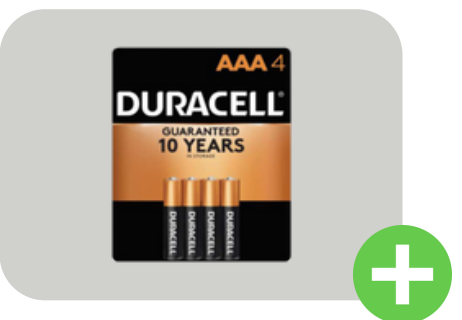
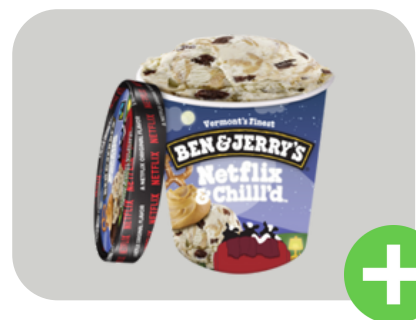


Groups







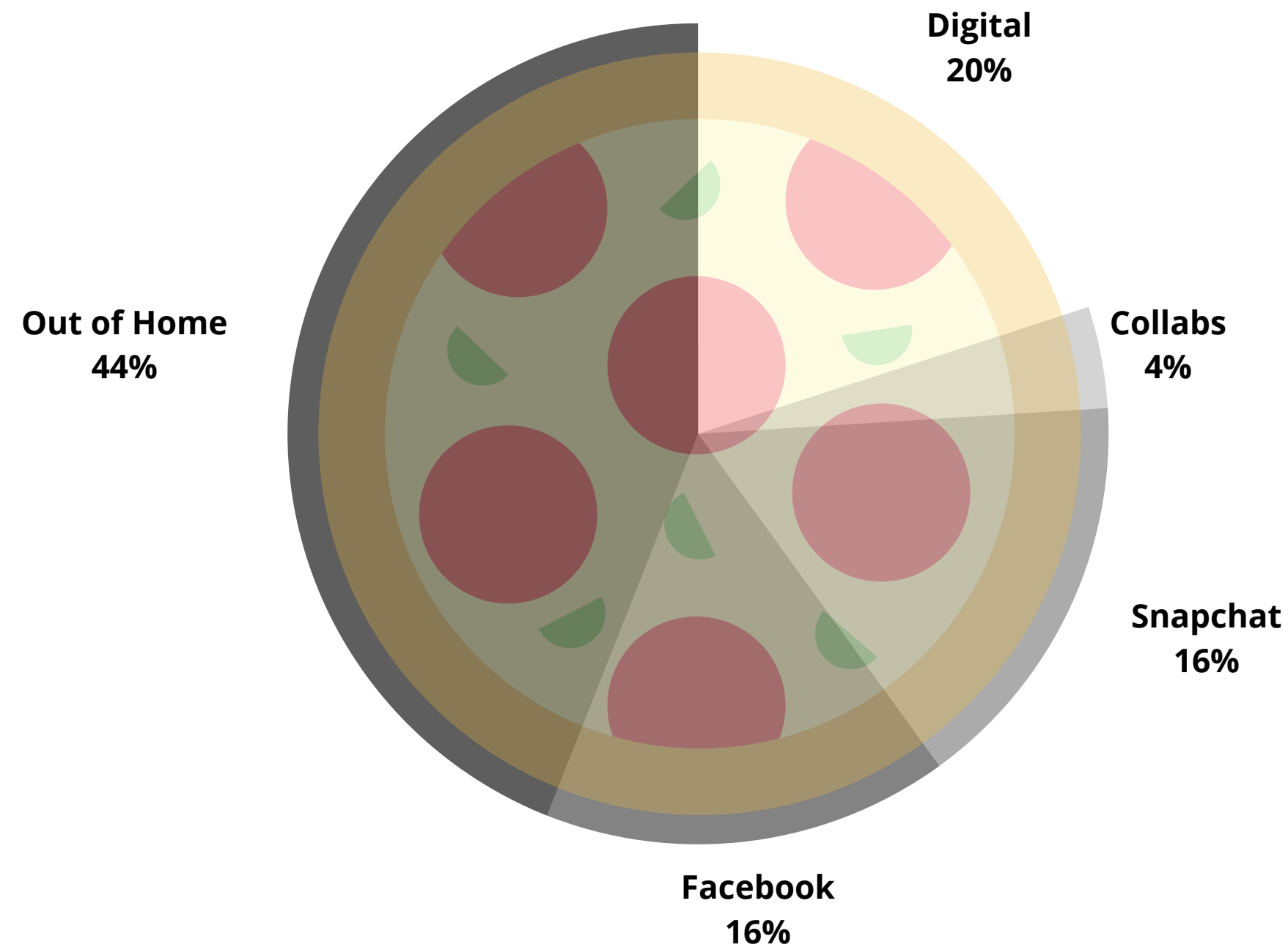


1	x	\$1,100,000	Out of Home
1	x	\$500,000	Digital
2	x	\$400,000	Social Ad Placements
1	x	\$100,000	Brand Collaborations
\$2.5MM		Order Total: NYC	

Checkout



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**Checkout**



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1 x \$600,000

Out of Home

1 x \$150,000

Digital Ad Placements

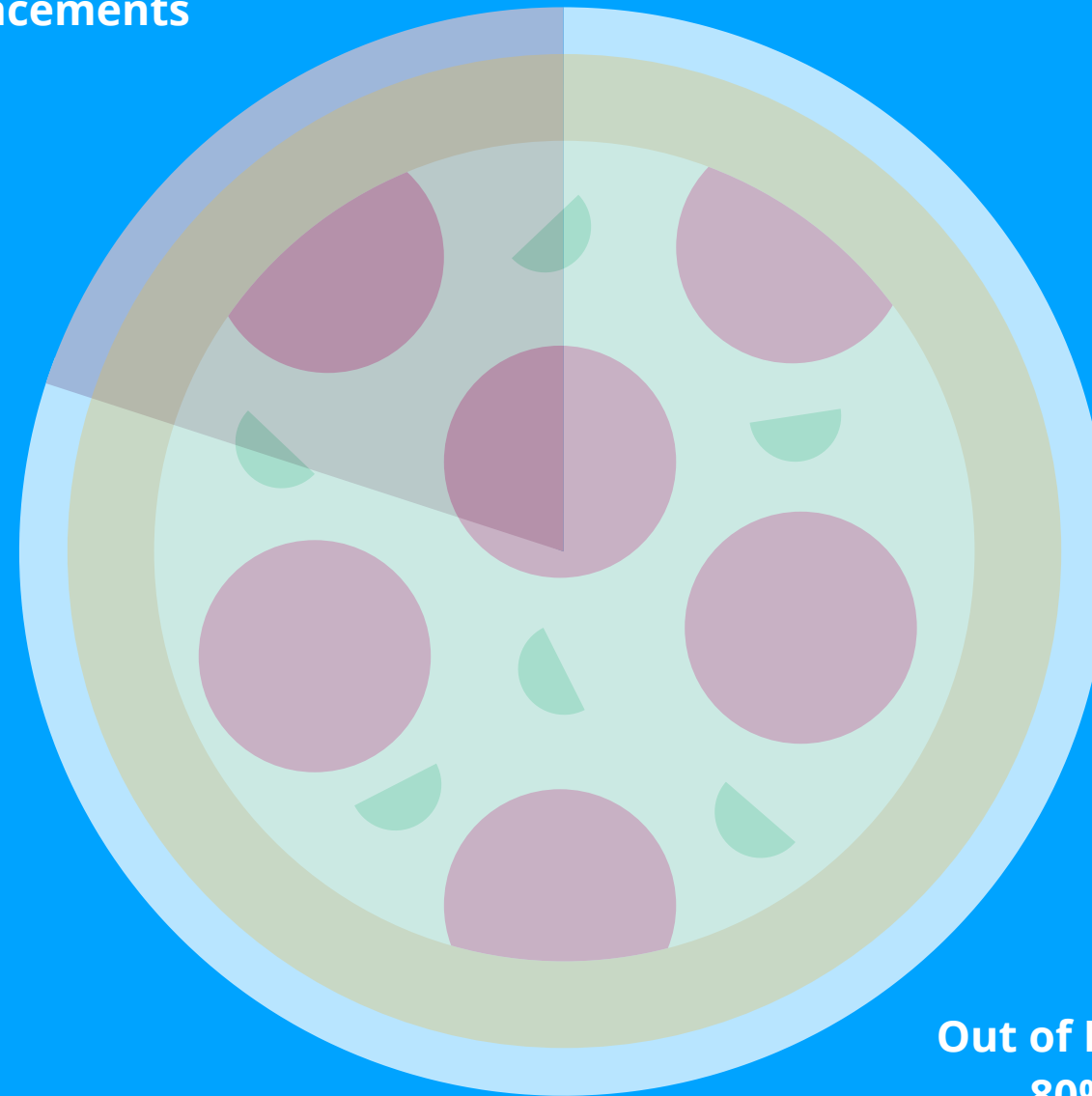
**\$750K**    **Order Total: Suburban**

Checkout



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Digital Ad Placements  
20%



Out of Home  
80%

Checkout



# Timeline

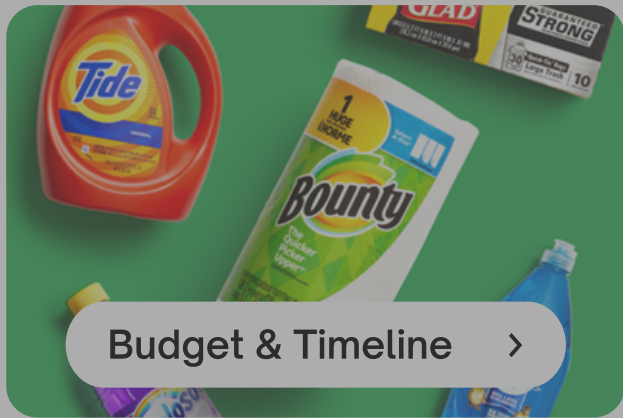
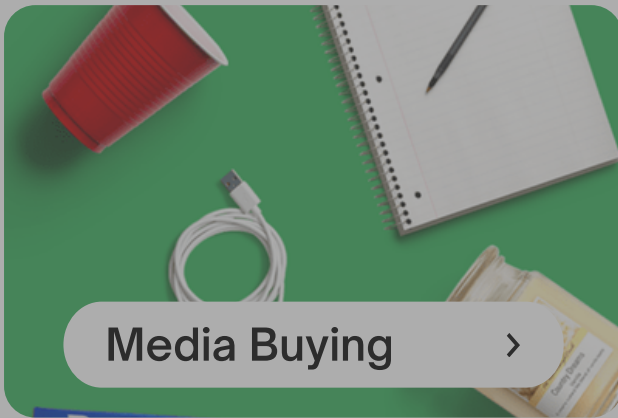


Gopuff  
2021 Flowchart  
Date: 7/29/21

			Announcement / Soft Launch					Your Bodega, Delivered											
Media	Media Type	Detail	July					August				September				October			
			7/3	7/10	7/17	7/24	7/31	8/7	8/14	8/21	8/28	9/4	9/11	9/18	9/25	10/2	10/9	10/16	10/23
Digital (General)	Eblasts	Battle of the Boroughs																	
	Digital Banners																		
	Brand Collaboration																		
Instagram	Brand Collaborations	Margot Lee																	
YouTube	Brand Collaborations	Dude with a sign																	
Snapchat	Ad Placements	Margot Lee																	
Facebook	Ad Placements																		
TikTok	Brand Collaborations	Elizabeth Fowler																	
Out-Of-Home	Activation	Lauren Wolfe																	
		Amorray Marciano																	
		Billboard Ads																	
Search*	Gopuff Drops	Bus Ads																	
		Subway Ads																	
Digital Total																			
Total																			

PR Events  
Influencer Campaigns  
Media Buying  
Constants







## Measure of Success

**100 or  
More**

**Orders Per Day**

**500,000**

**App Downloads**

**5.6MM**

**Impressions**

- UTM Coded Links
- Branded Hashtags
- QR Code Tracking
- Engagement with PR Events

- Social Media Tags
- User Generated Content
- Social Following





# Checkout



## Delivery Address

Gopuff

New York, New York

1 (855) 400-7833

## Delivery Instructions

- ☒ Gain brand recognition and loyalty in NYC
- ☒ Paint the city blue!

Place Order



# Thank You!

Your order has been placed.





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# QUESTIONS

