

how to create a love brand

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identifying opportunities



01



Meet Deliveroo.

The premium delivery service with distinctive riders





A brand that ignored the status quo to give birth to something unique.





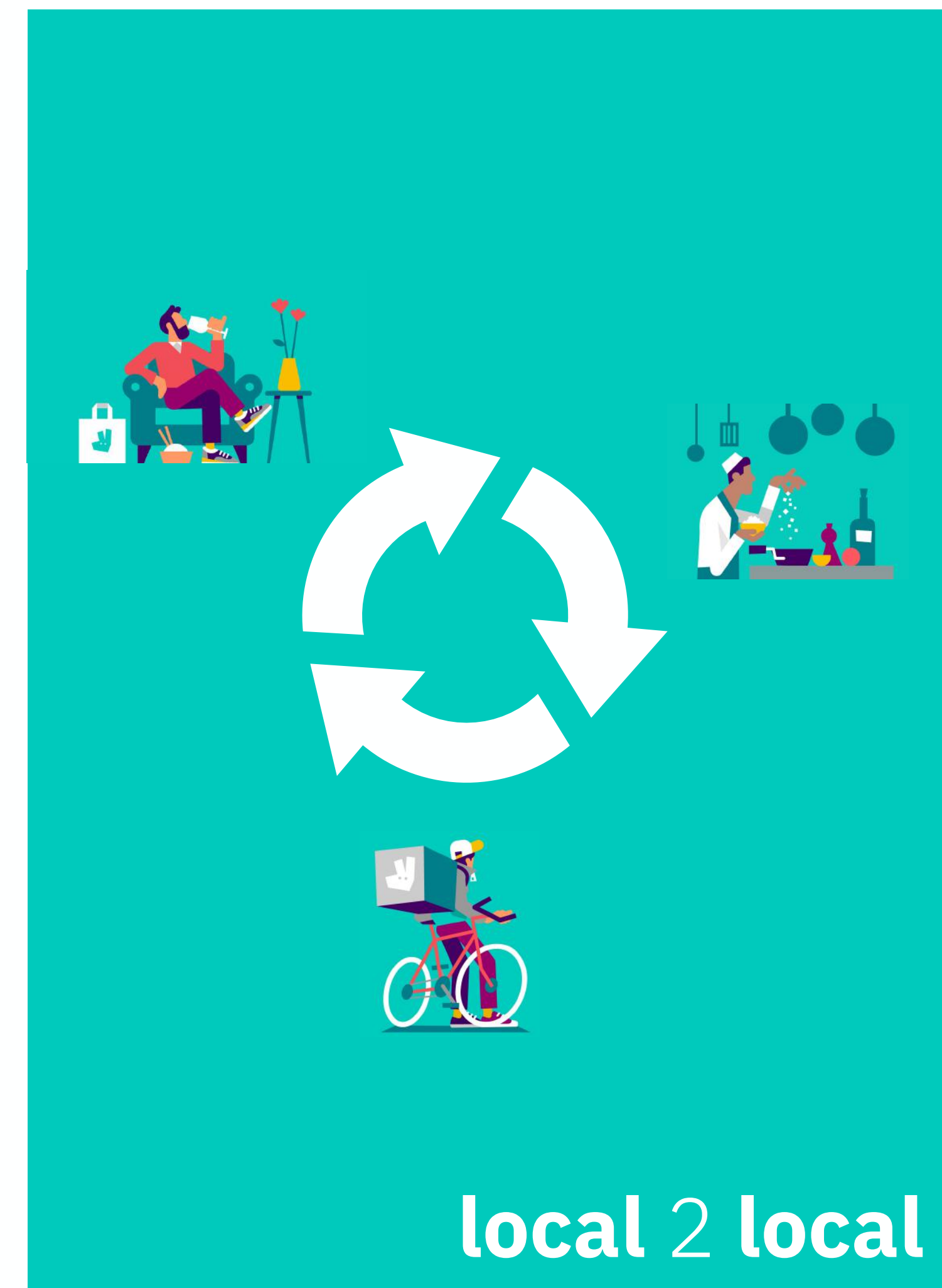
In 2013 they didn't just offer one more delivery service,

**they re-envisioned the
way customers eat**



by creating a food service that brings locals together.

The clients, the restaurants and the riders



local 2 local



**But can
Deliveroo
become a
love brand**



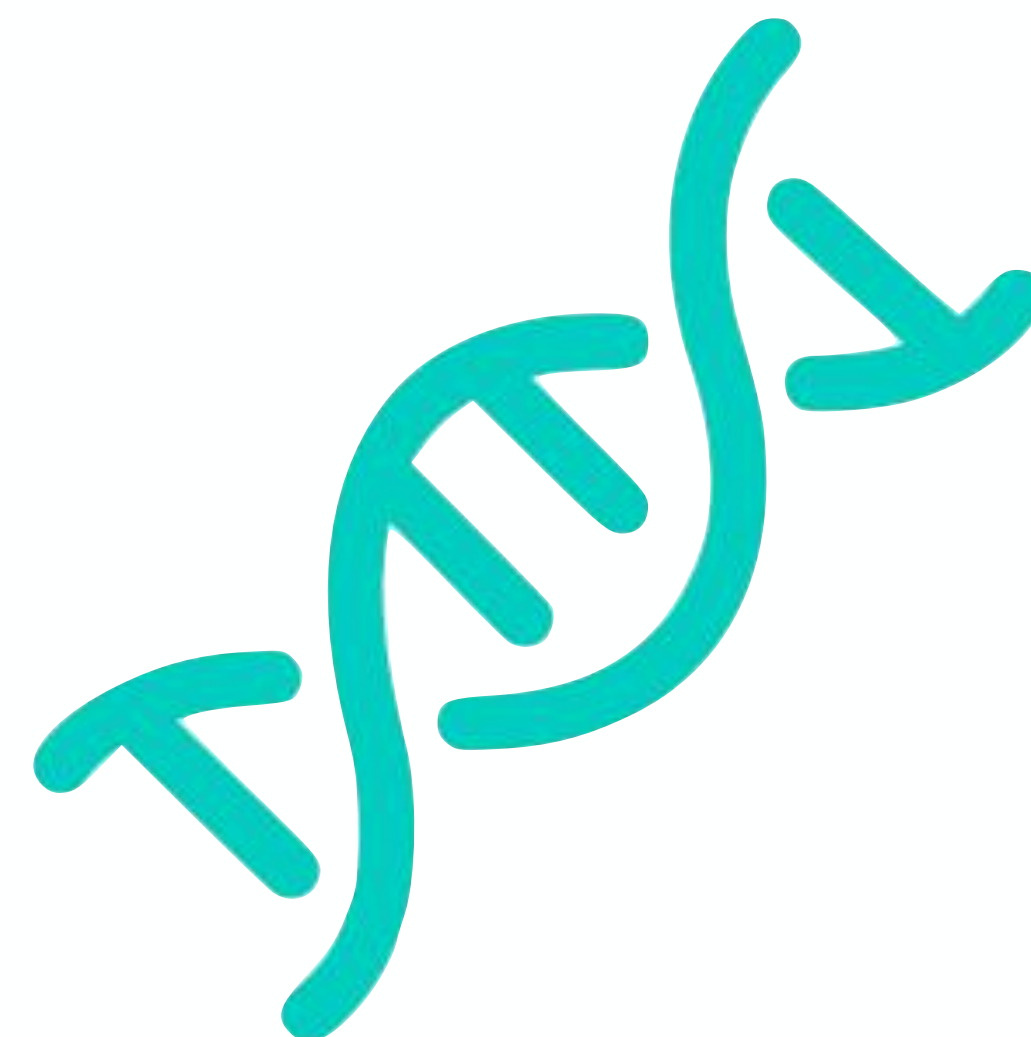


**They share the same values
with their customers**





**Values that have been
part of their brand DNA
since the beginning**





But they will first have to overcome these barriers

01 The crowded competitor space

02 Some functional quality issues

03 An unequal focus on consumer needs



and address potential challenges in smaller Italian cities.

Price sensitivity
Cash Payments
Culture of cooking
Eating out as an occasion
Need for human interaction



So what steps can they take ?

01

Deliver value

02

Be Consistent

03

Tell a story of the
organization's belief!

04

Know their audience

05

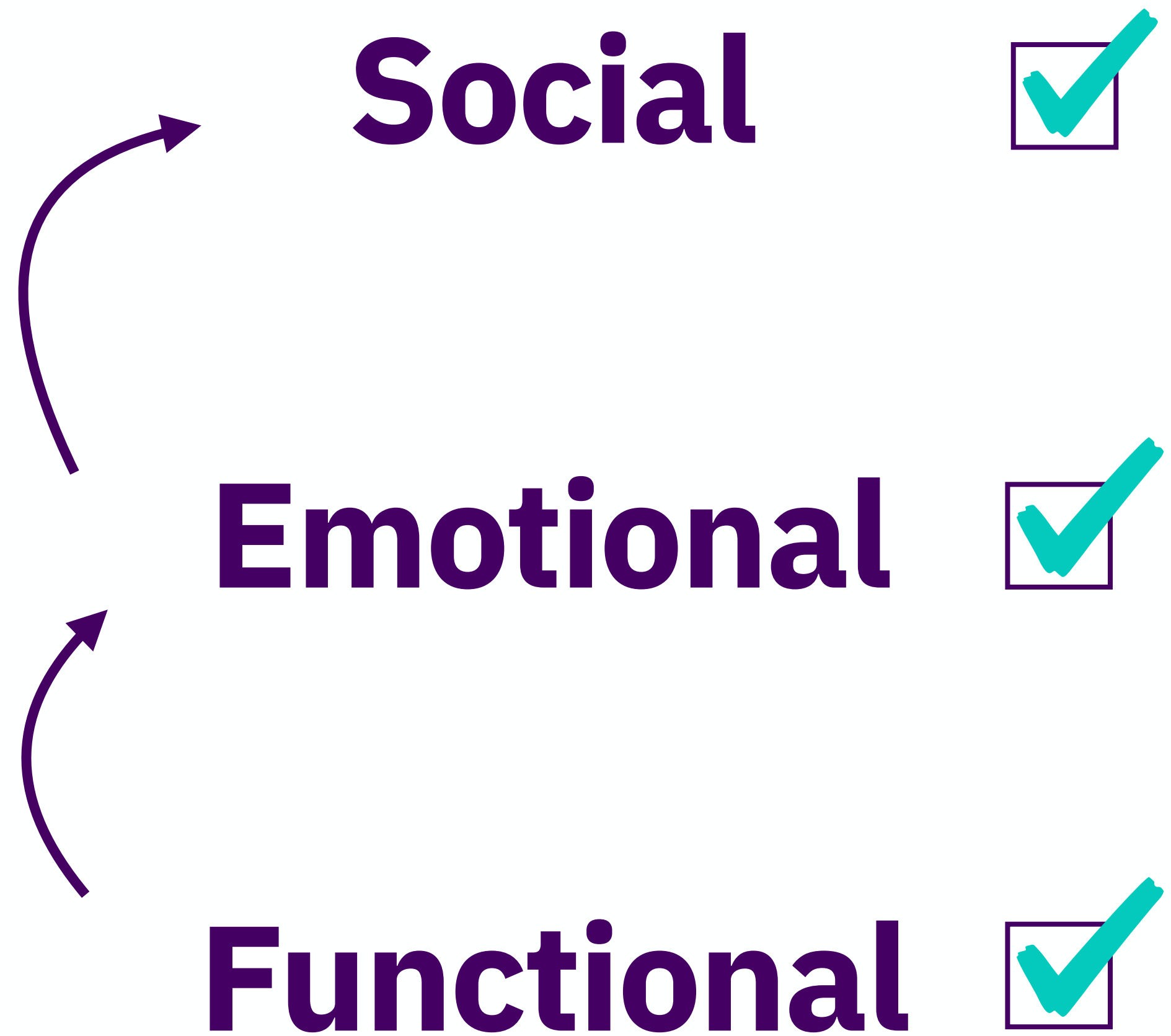
Create a unique
customer experience

06

Build a passionate
community

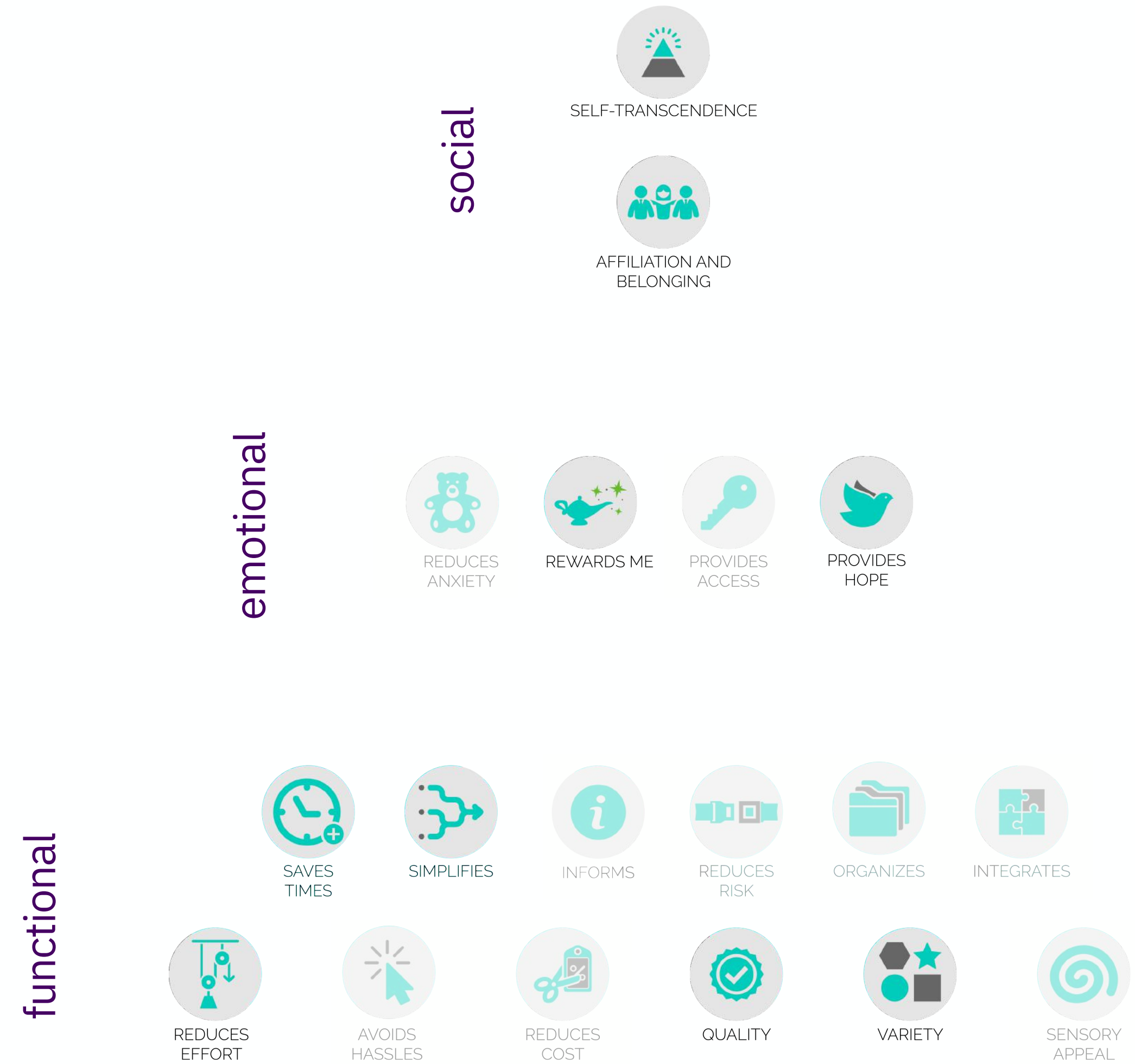


**What needs
should they
address ?**





What needs can they address?



clarifying strategy



02



Delivering Good[♥]

how?

what?

STRATEGY

Create brand **love** by positioning Deliveroo as
an **environmentally responsible brand**



BRAND'S TAGLINE

Delivering a better world





BRAND'S VISION

Our vision is

**to transform the way
the customers eat...**

**by delivering food in
a sustainable manner.**





BRAND'S BIG IDEA

fast sustainable delivery

rational modifier

emotional modifier

brand function







Why can this strategy be successful?





Consumers are asking for it...



65% of 18-44 yr evaluate company **values** during purchase



66% Millennials like companies who support a **good cause**



86% Consumers support corporate **activism**



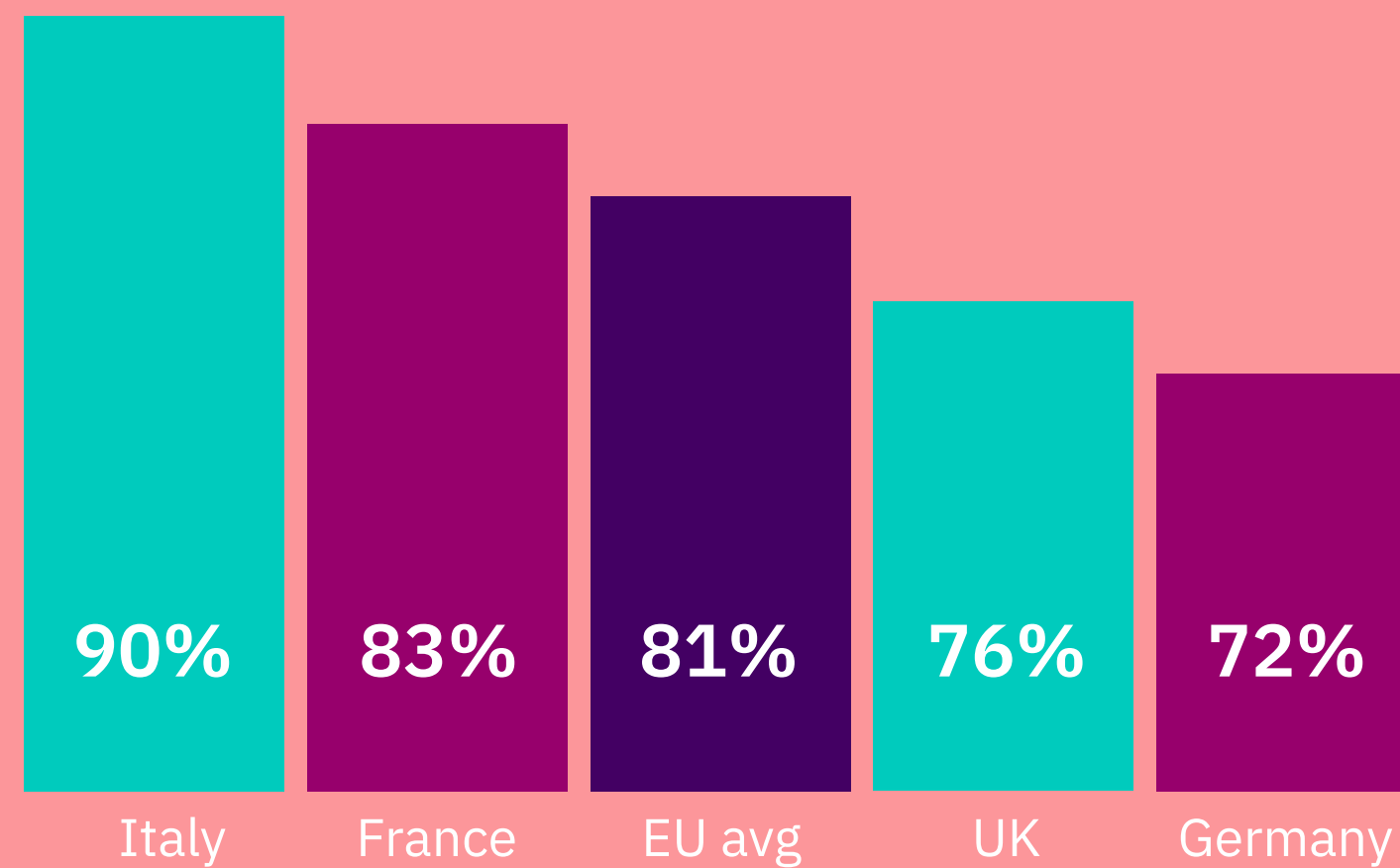
17% would choose a food delivery service if they know it is **eco-friendly**



52% Mill. & **62%** Gen Z believe **helping the world** is important to their lives



especially in Italy.

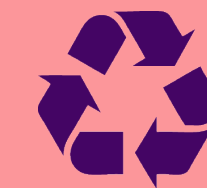


Italians are the most **aware** in Europe that **the environment is a key to well-being**.

Over half of Italians have changed their habits in the last year to reduce pollution.



25%
Driving less



18%
Recycling more



15%
Buying local



25%
Food waste



12%
Less meat



18%
Water usage



It is working for other Love Brands.



90% of CEOs state that sustainability is important to their company's success.



Sustainable plastics
and packaging



Give Back Boxes for
donation



Renewable and recyclable
materials for furniture



Who are we targeting?





CUSTOMER



EXTREME
CUSTOMER



EARLY
ADOPTER

NEEDS

Provide **healthy food** for her family
Spend quality time with them
Convenience

Cook for her grandchildren
Enjoys **social interaction**

Likes to try **new cuisines**
Option for late night ordering
Discounts & rewards

WORRIES

Unhealthy options at delivery
Can't check the nutritional value

Not tech savvy
Afraid to use her credit card
Prefers to **pay by cash**

How to **filter** take away options
Lives on a **tight budget**



How will this lead to growth for Deliveroo?





Re-position first.

It is important to establish **brand love** in existing cities by first **differentiating from their top competitors**.

Becoming the first sustainable delivery service can **recruit new users** and generate revenue where there is **already a need**.





Then rollout in new cities

There are **several barriers** in small cities to using delivery services in general, but a sustainable approach can **first educate** our customers and **then fill these need gaps**.



modifying our offering



03



What is needed to deliver our promise?



Some changes to the core offering



Riders 2.0



**Sustainable
packaging**



**Deliveroo
Box+**



Humanize riders

Enhancing the functionality of the delivery experience by **creating a more personal interaction** between the riders and customers, and utilizing them as **brand ambassadors**.

INSIGHTS



73% of Millennials like a company more if they know the employees like working there

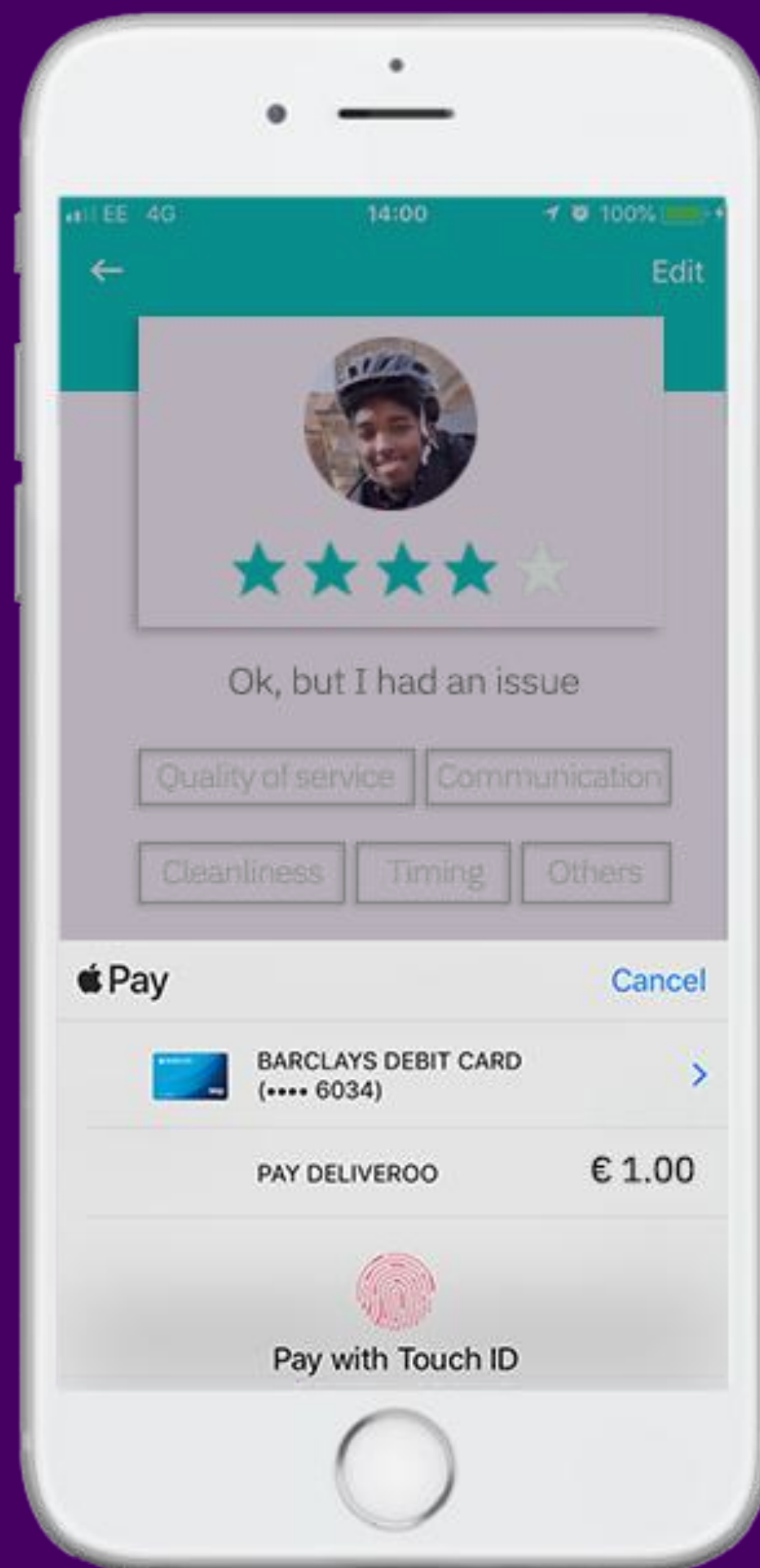
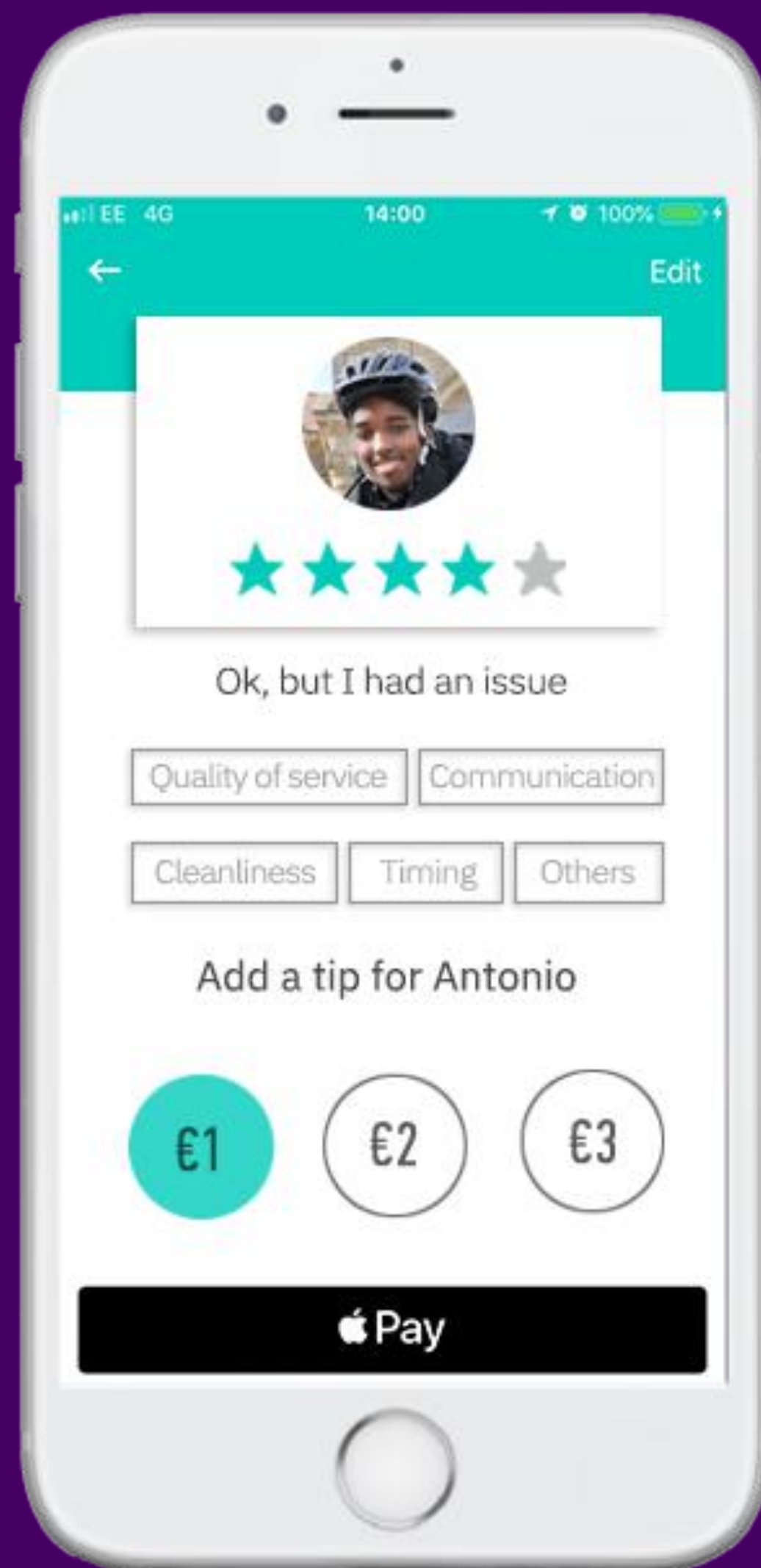
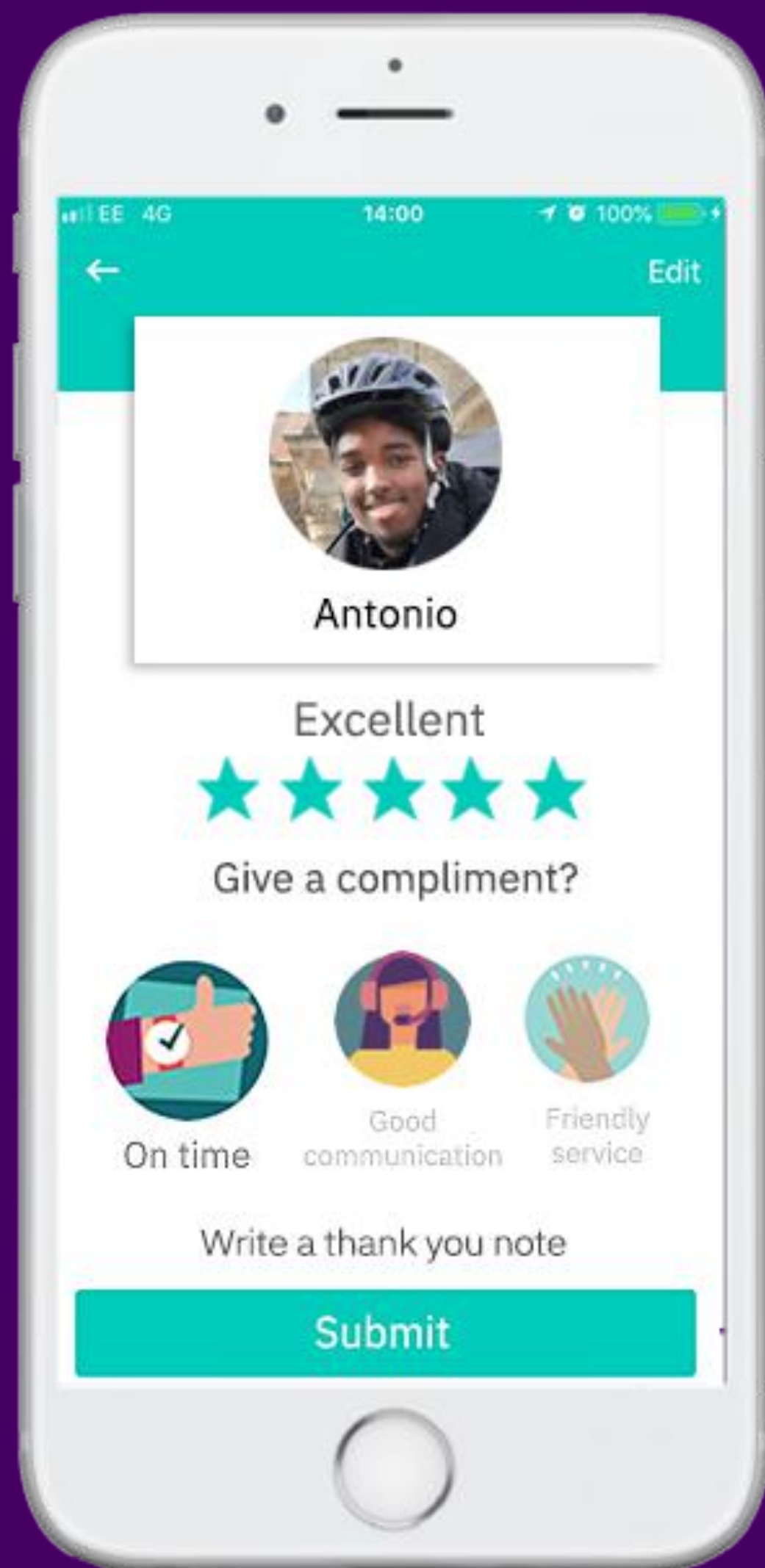


89% of Millennials will promote a brand if they have a positive experience



How do we enhance that interaction?

- * **By personalizing** the bags or including bios on the app
- * **By introducing** a rating system for the riders and tips AFTER the service
- * **By being selective** when choosing riders in new launch cities.
- * **By unifying** riders by requiring the Deliveroo uniform when working.





REDUCE CO2 EMISSIONS

Emission free transportation

Encourage riders to **only use bicycles** and if vehicles or scooters are needed they must be electric, hybrid, or part of transportation sharing services.

Opportunity to partner with electric car or scooter sharing companies such as Share N'Go or Mimoto.





Eco-packaging

Partner restaurants should reduce packaging and will be required to use sustainable packaging alternatives.

INSIGHTS



Consumers are more likely to purchase products with green packaging

19.3% biodegradable

9% recycled plastic

28% less plastic



In **2021**, the EU plans to ban all single use plastics



66% Consumers would spend more on a product if it comes from a **sustainable** brand





Deliver restaurant leftovers to help fight food waste for €7

Restaurant **leftovers** will be available for purchase at a **reduced cost, on limited supply**, at the items will be **randomized**. This opens up possible partners to include super markets, bakeries and cafes.



INSIGHTS



Food waste in Italy costs businesses and households more than **€12bn per year.**



40% of food in Italy is wasted



Doggy bags are a new and growing initiative in Italy to help reduce food waste



And give incentives for both businesses and consumers.

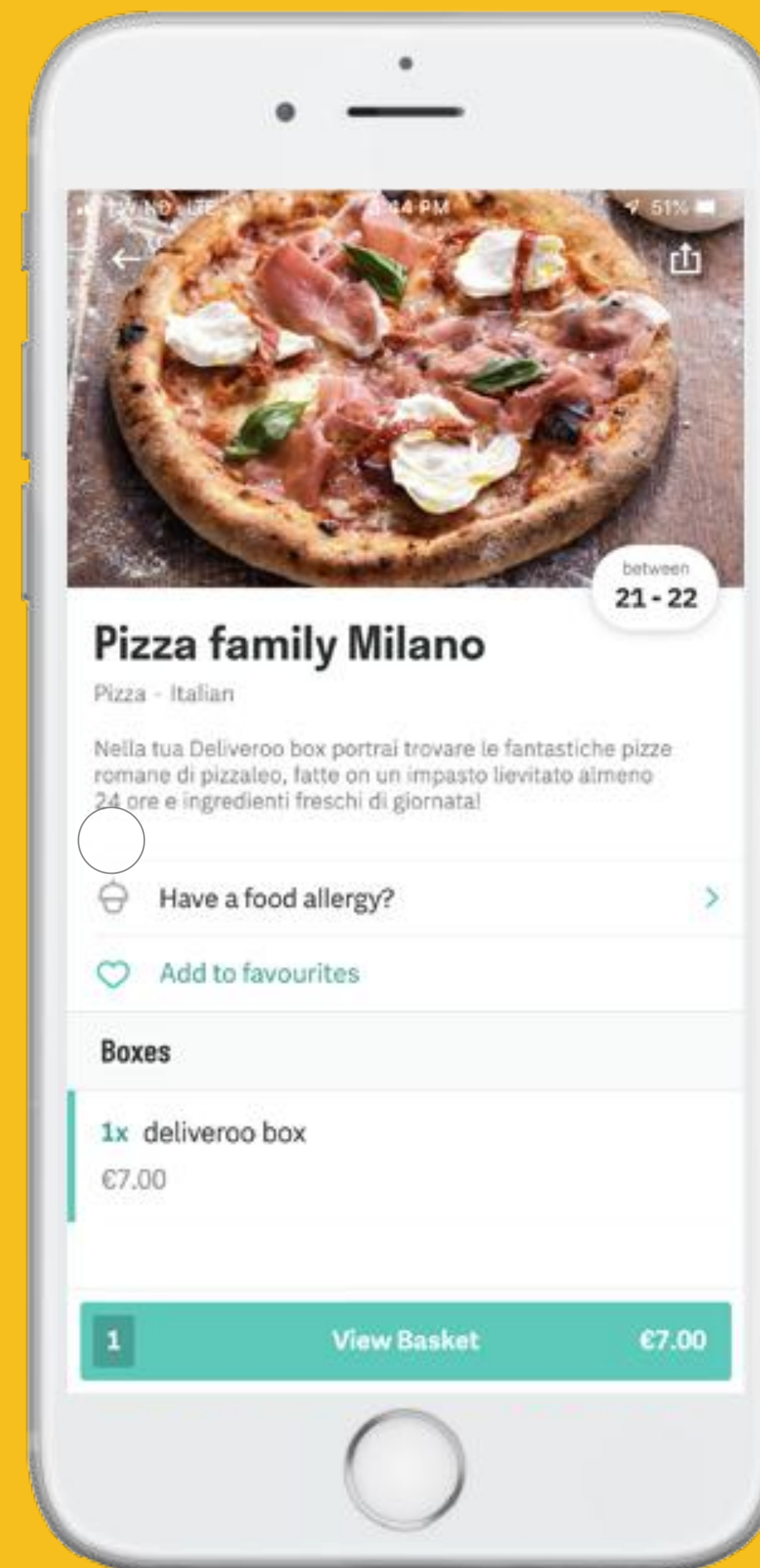
* CONSUMERS

Quality food at a reduced price

Multiple applications for the leftovers (“cucina povera” dishes, homemade skin care, and gardening)

* BUSINESSES

Reduce their waste and **pay less waste tax**



creating touchpoints



04



**How can we communicate
our new positioning?**





Communication touchpoints

- Localized marketing
- Launch Event | RooCycling
- Social media ads
- Bike billboard
- Bicycle food cart
- Promo codes
- Referral discounts
- Reusable bag
- Social media ads
- Donation program
- Discount codes

AWARENESS

RECRUITMENT

RETAINMENT



In existing cities

- Localized marketing
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AWARENESS

RECRUITMENT

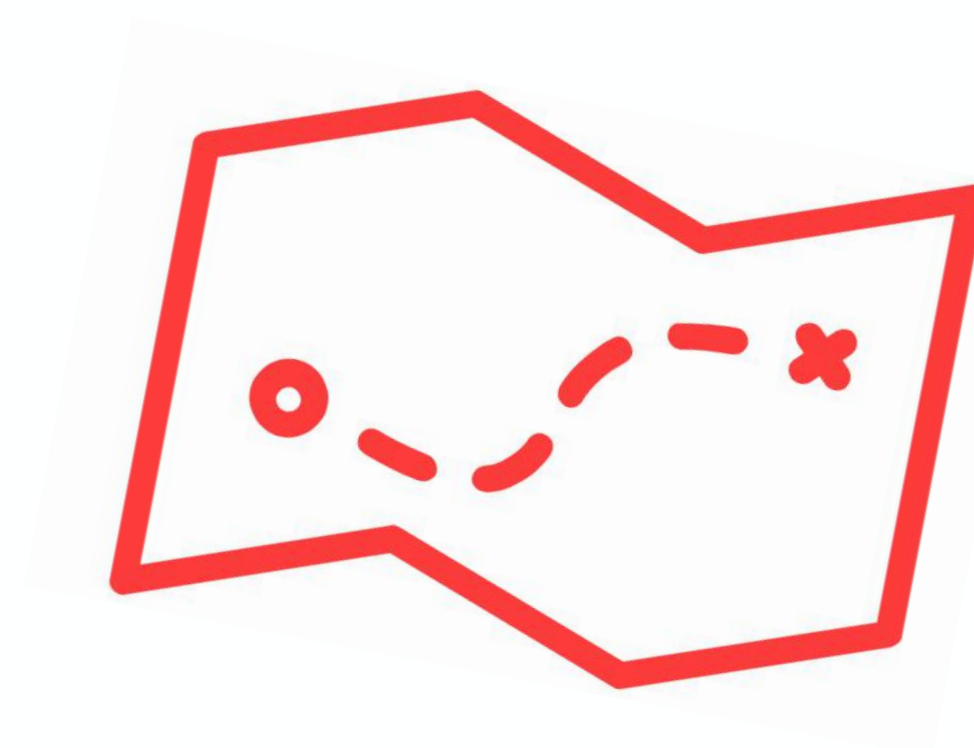
RETAINMENT







What is the consumer journey in launch cities?





Meet Mario.

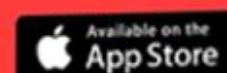
The student from Catania, who is 22 and loves food.





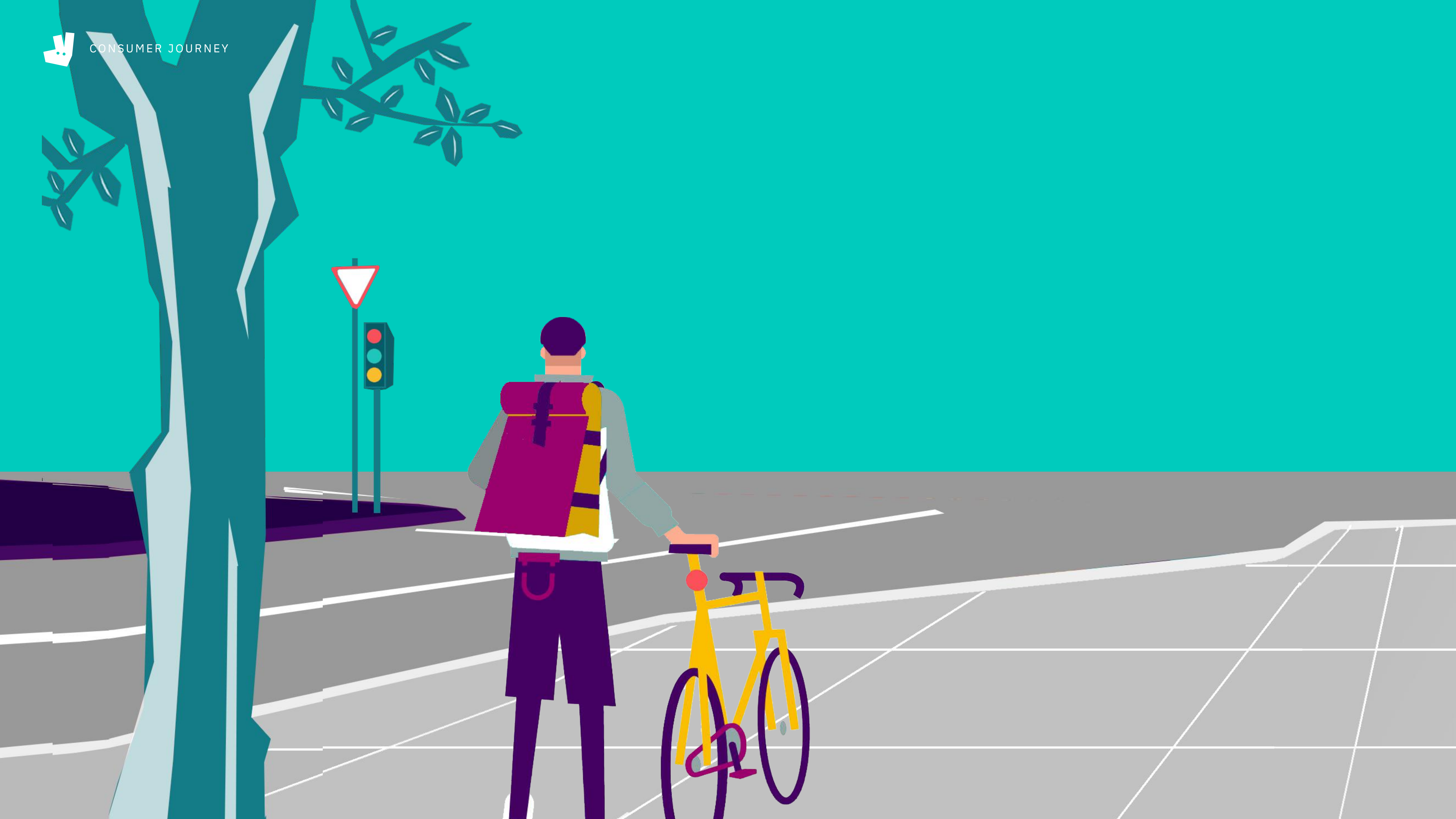
CIAO CATANIA!
ORDINA ORA

DAI ALLA NONNA
UNA MERITATA PAUSA



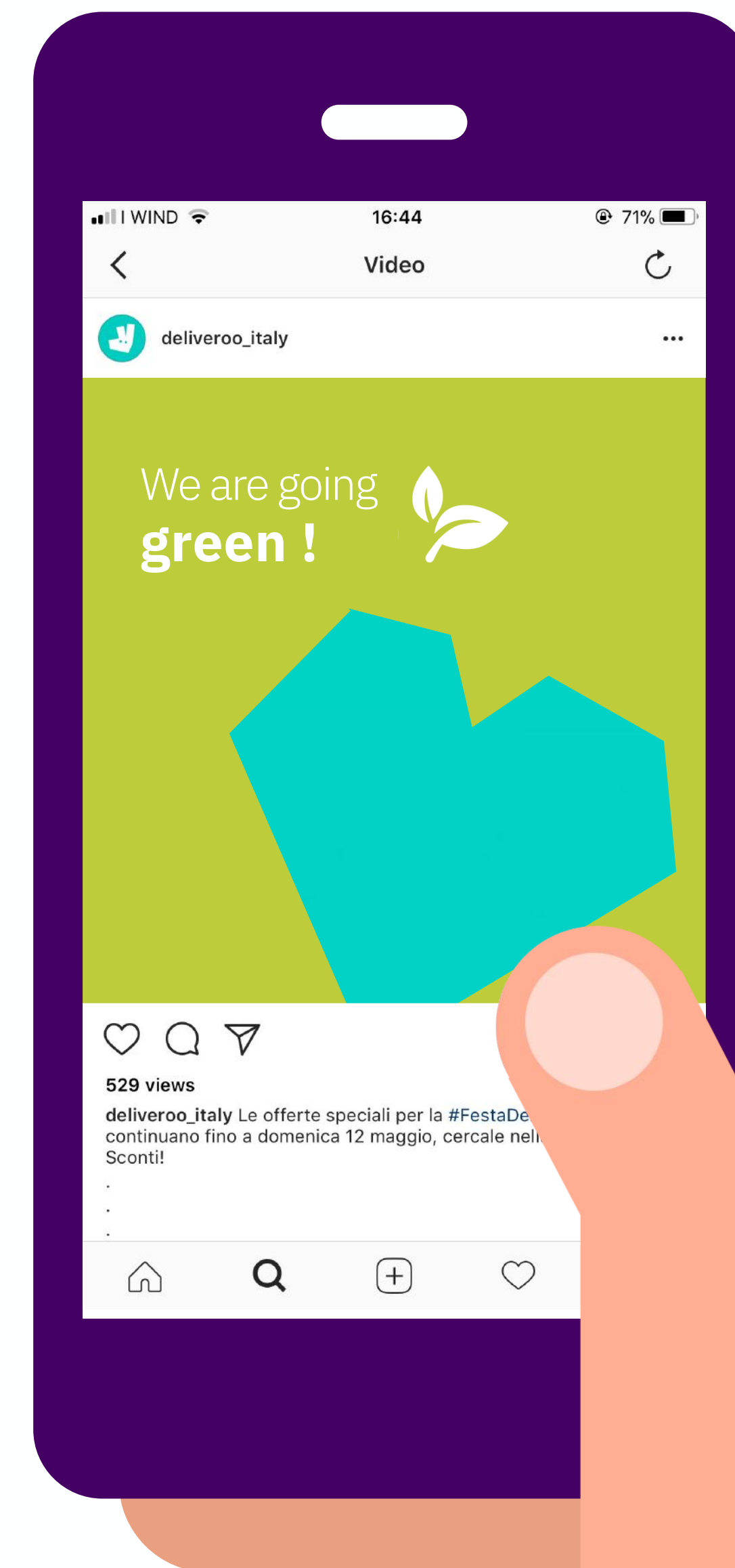
Go to
www.deliveroo.it

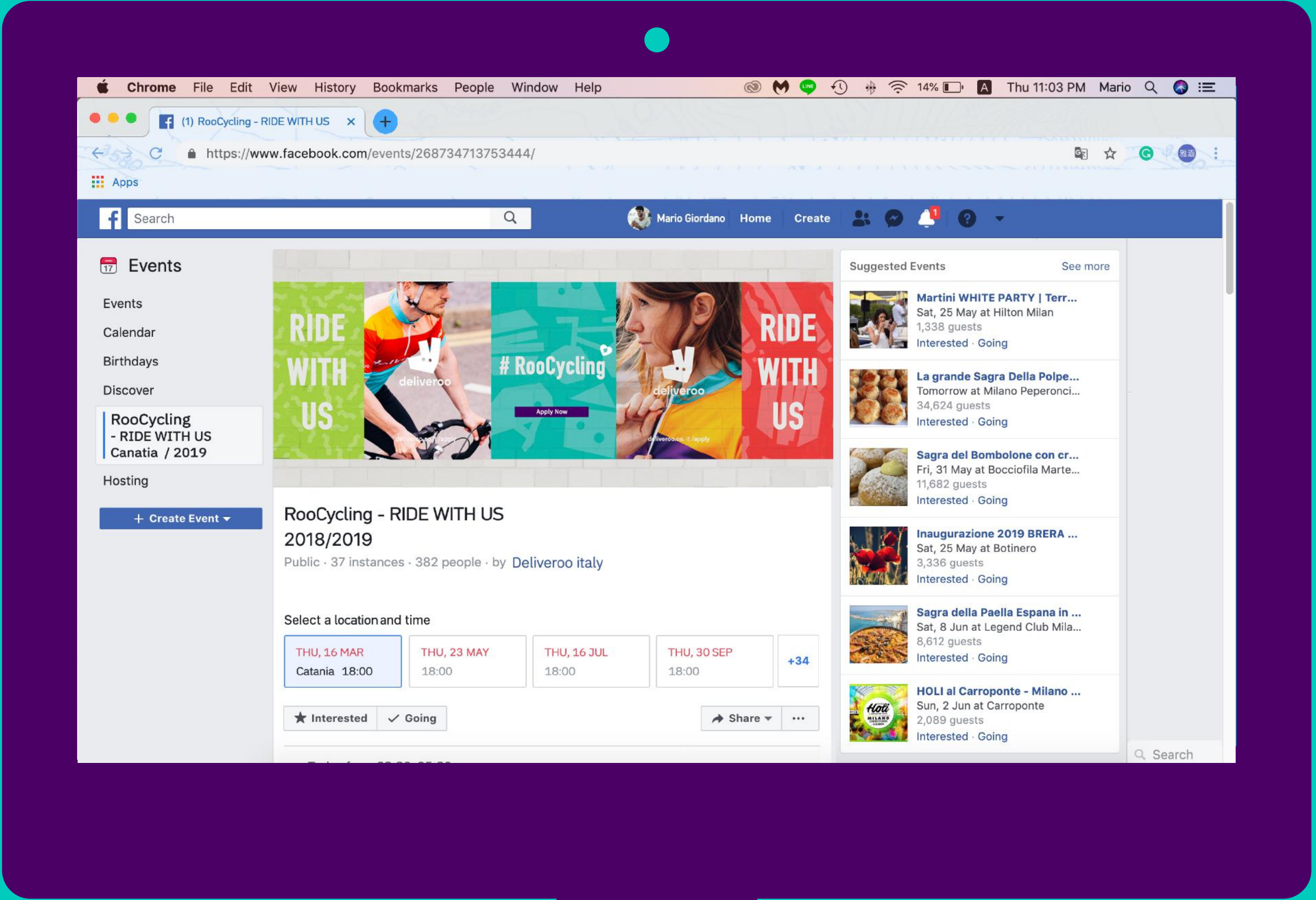






He also sees a post on Instagram







He gets a seat cover for his bicycle as a give away





And one day...



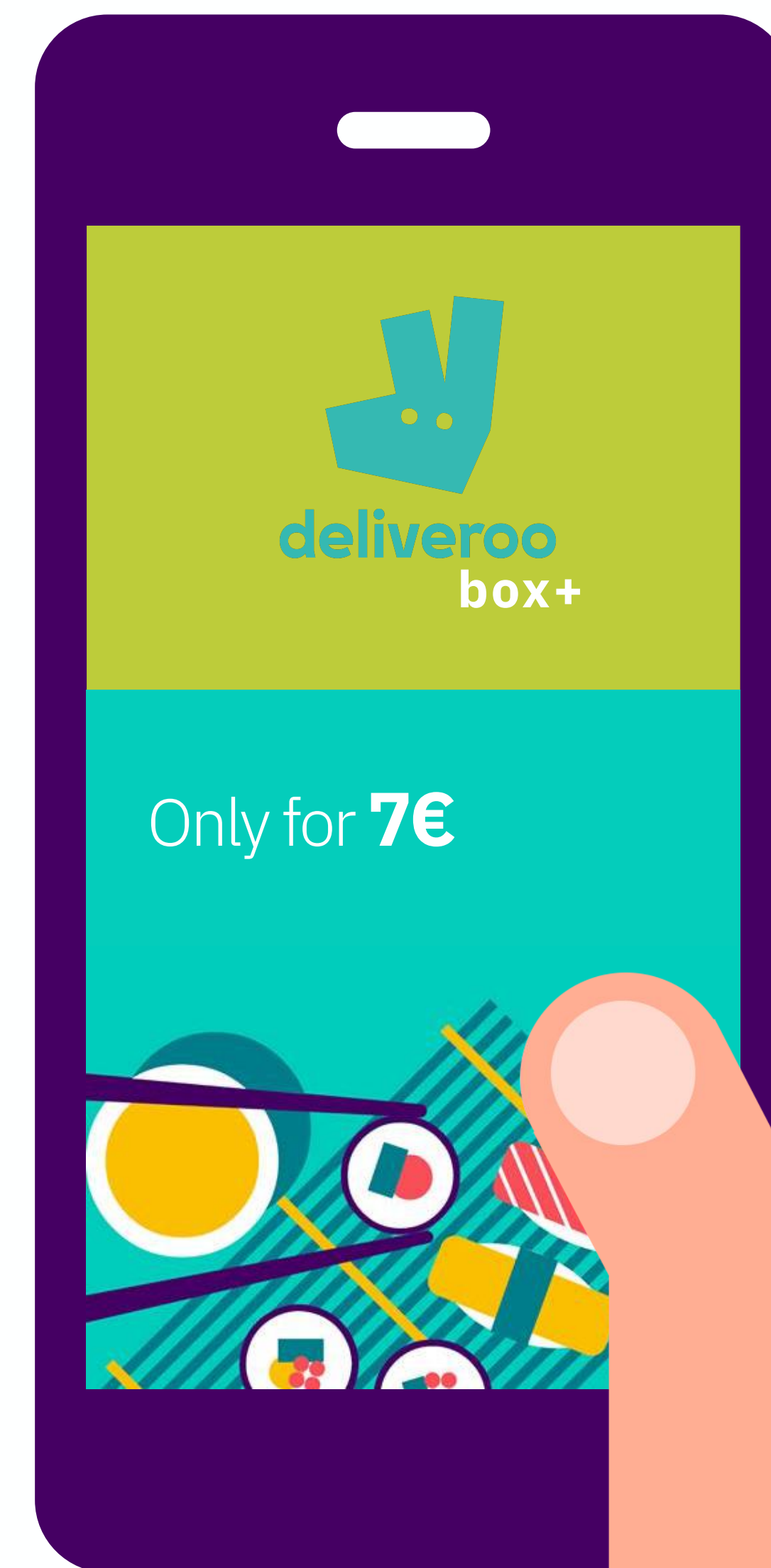


Downloads the app





Discovers Deliveroo Box+



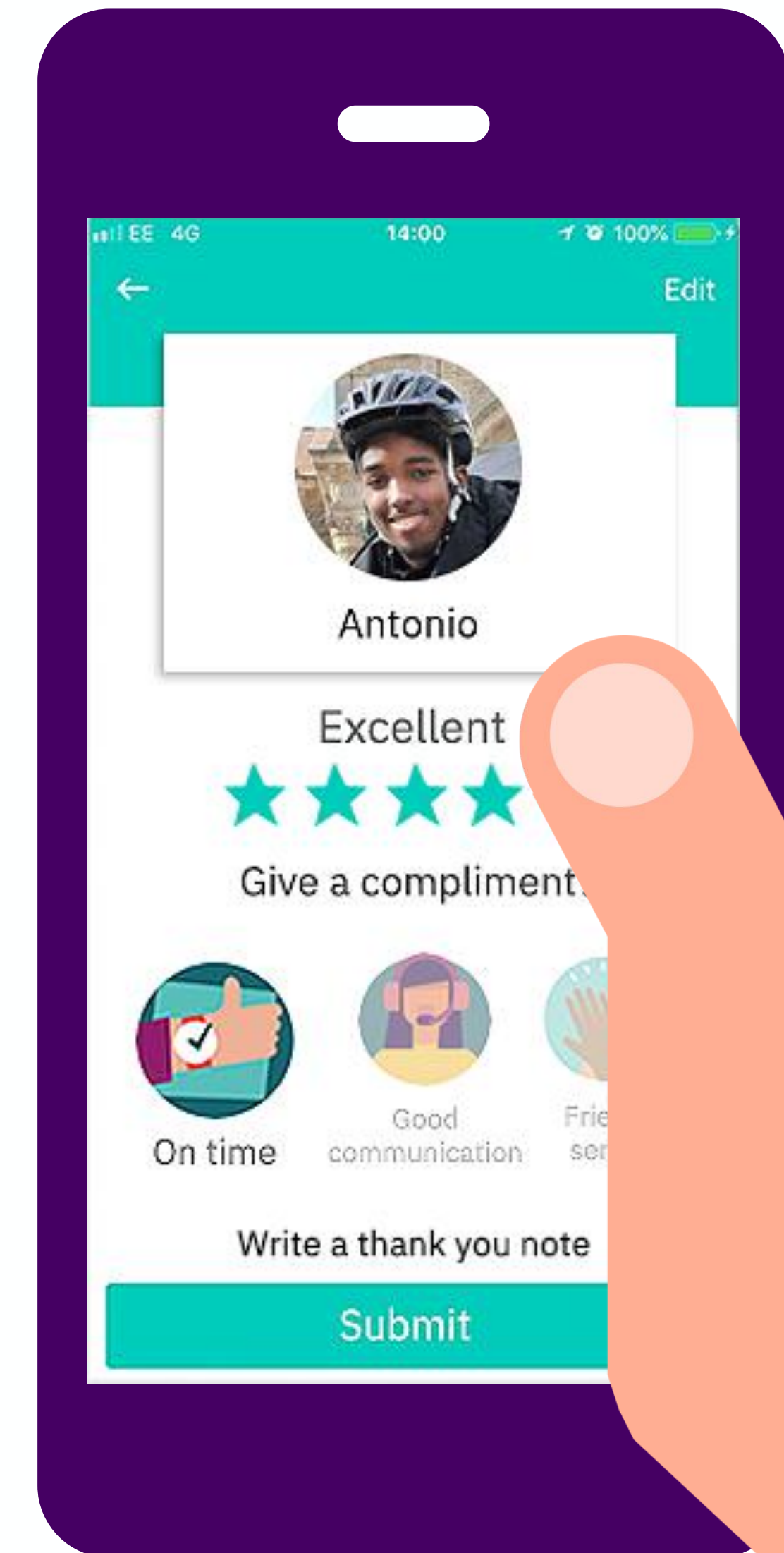


**Meets his rider,
and gets his Box.**





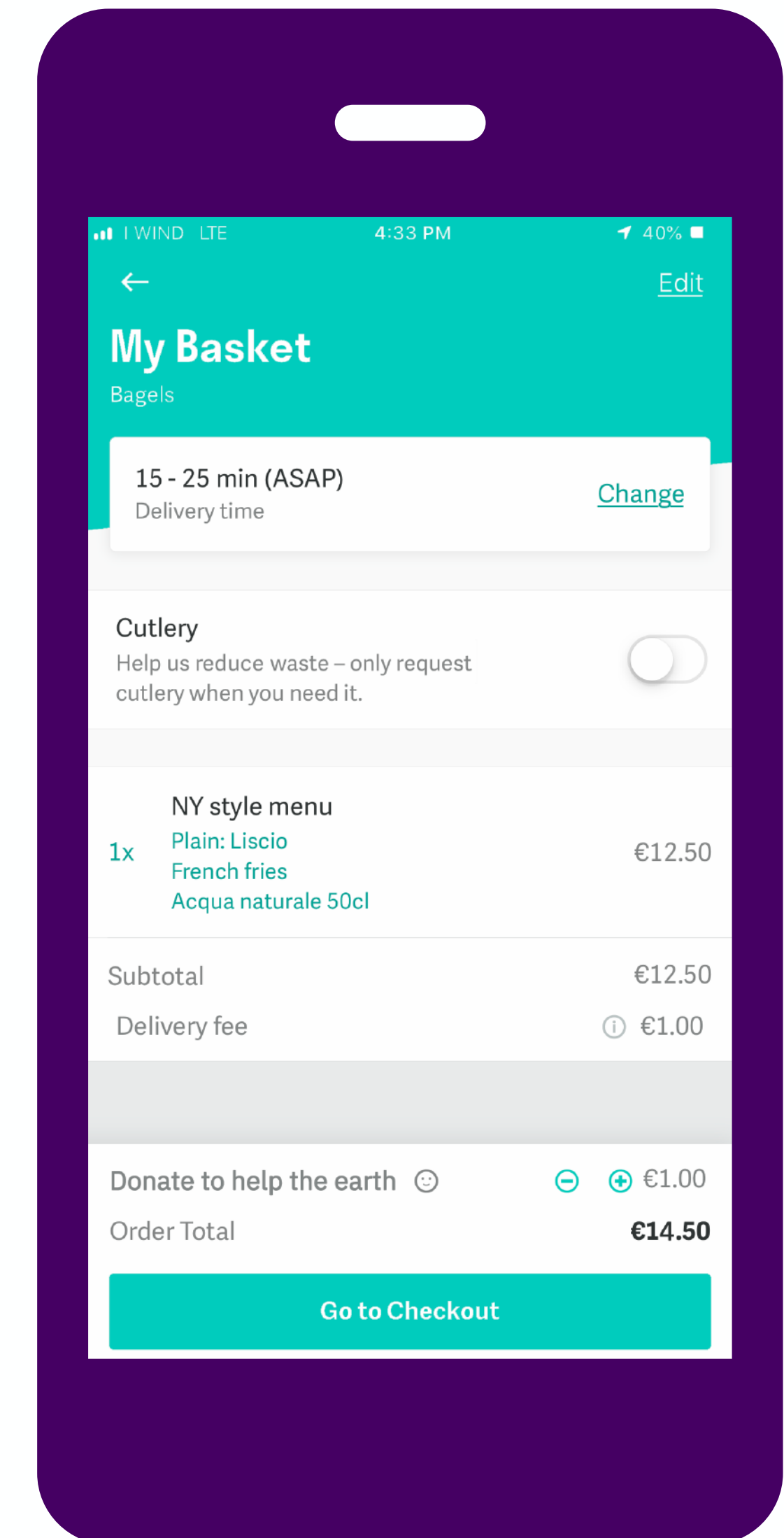
He gives a review to his rider







He adds on the optional donation



expected outcomes



05



**So, how much will this
cost Deliveroo?**





The budget will vary depending on the city.



€0.30/piece



€0.35/piece



€350

- 01 Co-sponsor the Roocycling event with the launch city
- 02 Partner restaurants to provide food for promotional events
- 03 Reuse marketing materials in multiple cities
- 04 Giveaways doubles as marketing spend



What do we expect?

Re-position as the **first delivery brand** to own **sustainability**

Generate **more revenue** by recruiting **new users**

Engage in corporate activism to help achieve a **better world**

Create a better overall **delivery experience** between the rider and the consumer





Now Deliveroo has what it takes to become a love brand!

- ☒ **Deliver value**
- ☒ **Consistency**
- ☒ **Tell a story**
- ☒ **Know our audience**
- ☒ **Unique customer experience**
- ☒ **Create a passionate community**

de**l**o**o**ve**r**oo