

# GRUBHUB

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**Goals:** Fight uncertainty about Grubhub's market share to reverse decline in stock prices, reverse decline in use in hub cities of New York and Chicago, increase total percentage of food ordering done online while maintaining Grubhub's high market share over that segment.

**Creative Strategy:** In nation-wide campaign, publish outdoor advertisements and billboards associating the Grubhub brand with types of cuisine, and the factors that make Grubhub attractive. In local campaigns, associate the brand with cities, neighborhoods, and restaurants that will drive business. Each piece will be comprised of plain text with unique font attributes for every descriptor, restaurant, or neighborhood in the tagline.

**Copy:**

"Grubhub is \_\_\_\_\_" campaign, filling in the space with general adjectives like "easy" or "convenient," also for local campaigns, names of cities or neighborhoods, styles of food, or well-known local restaurants. Advertisements will feature this tag line and a unique clarifying description under the main text. The campaign will feature national and local dimensions.

**Nation-wide examples:**

"Grubhub is fast," "Grubhub is easy," "Grubhub is convenient," "Grubhub is tasty," "Grubhub is Italian," "Grubhub is Mexican," "Grubhub is Chinese," "Grubhub is Indian"

**Local examples:**

"Grubhub is Chicago.

With over 1300 restaurants in the area accepting Grubhub, takeout in the Windy City just got a lot easier."

"Grubhub is Chinatown," "Grubhub is Bridgeport," "Grubhub is Lincoln Park,"  
"Grubhub is Kuma's," "Grubhub is Dumpling House," "Grubhub is Lula's Cafe"

"Grubhub is New York.

From Staten Island to the Bronx, get fast and easy takeout from all over the Big Apple."

"Grubhub is Queens," "Grubhub is Ridgeway," "Grubhub is Williamsburg," "Grubhub is Gowanus," "Grubhub is Papaya Dog," "Grubhub is Bao House," "Grubhub is Delmonico's,"

"Grubhub is Pittsburgh,

Whether you're in the South Side or Highland Park, Grubhub will deliver the best food the Steel City has to offer."

"Grubhub is Shadyside," "Grubhub is Oakland," "Grubhub is Pitt," "Grubhub is The O,"  
"Grubhub is Primanti's," "Grubhub is How Lee"

# VISUAL COMPOSITION

Created in Photoshop with existing graphic elements from Grubhub print ads found through Google search, used for limited non-commercial display.

grubHub® is CHICAGO

With over 1300 restaurants in the area accepting Grubhub, takeout in the Windy City just got a lot easier.

