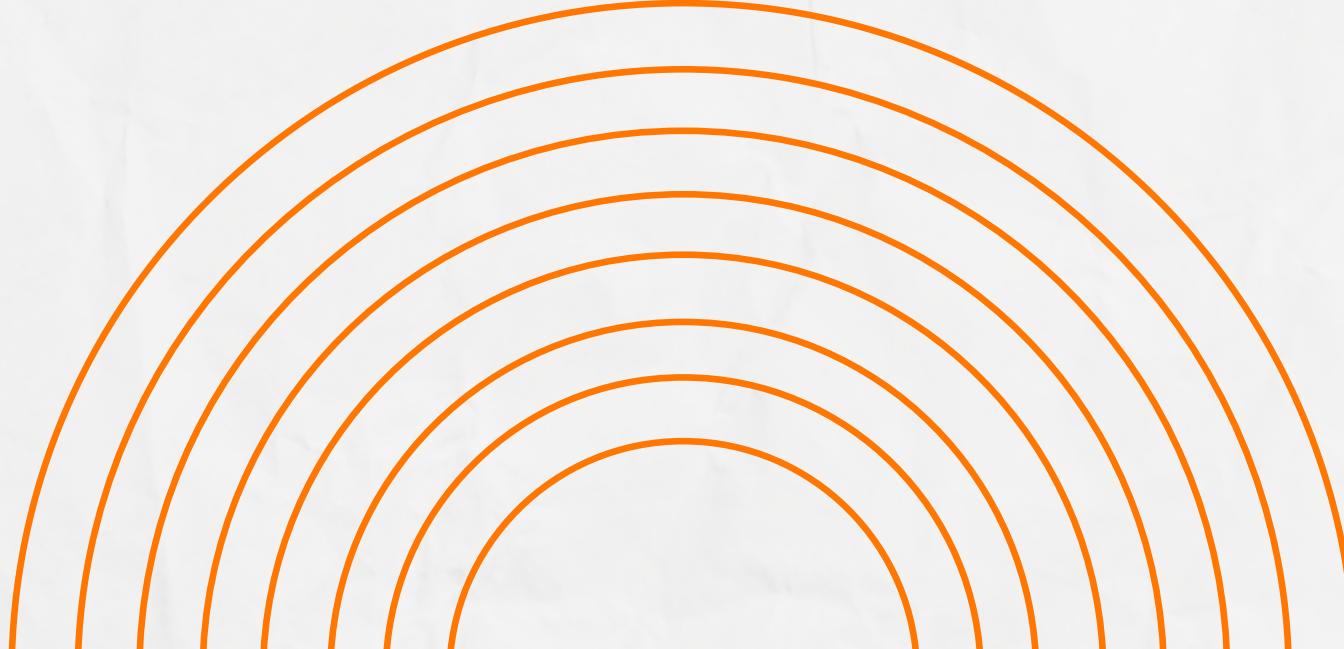


**CM405
MEDIA STRATEGY**



Media Plan



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Carly Zymet
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Overview

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WHY OUR AGENCY?

Meet the Team



LAINY ROBERTO



CARLY ZYMET



ALEXA SUDARTO



50's Analysis

COMPANY

- Food delivery service founded in 2004 by Mike Evans and Matt Maloney
- America's third-largest food-delivery app
- As of 2019, the company had 19.9 million active users and 115,000 associated restaurants across 3,200 cities and all 50 states in the United States
- Began as an alternative to paper menus, which allowed the company to establish partnerships and build relationships with restaurants
- Extensive reach, delivers from both local restaurants and national chains, and supports multiple payment methods

COMPETITION

- Competitors include Uber Eats, DoorDash, Postmates, and EatStreet
- DoorDash and Uber Eats, which collectively control 90% of the U.S. food-delivery market, have continued to record sales expansion, while Orders and spending on Grubhub have been sliding
- European owner Just Eat Takeaway.com NV has explored selling Grubhub since April

CONSUMER

- The average person has two delivery apps and uses them 3x per month
- 54% start with a restaurant in mind and then move to apps, 46% start by opening an app and then looking for ideas
- Most consumers are indifferent about the brand, and switch providers frequently based on availability and affordability
 - Over 50% of diners would switch third-party delivery services if fees rose
 - On average, consumers said they would stop using a delivery app if delivery fees reached \$9.
 - One in three consumers will spend over \$300 on delivery fees this year

50's Analysis

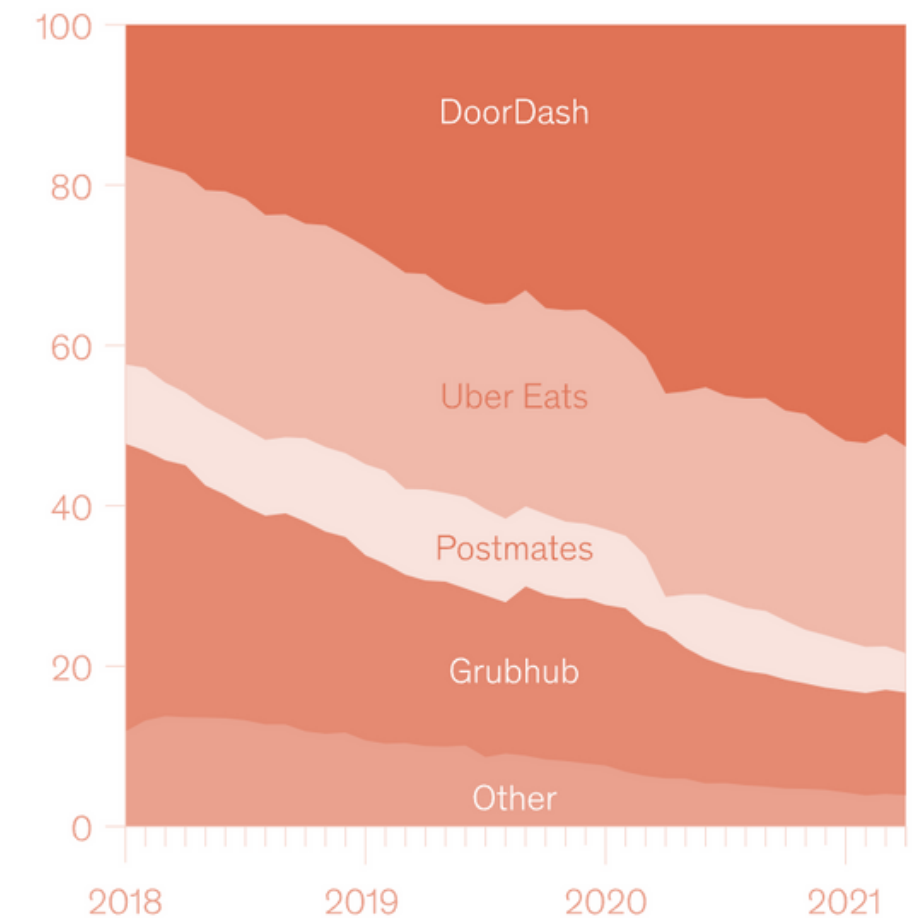
CATEGORY

- Food delivery has become a global market worth more than \$150 billion, having more than tripled since 2017
 - In the US the market has more than doubled during the COVID-19 pandemic, following healthy historical growth of 8%
- The United States is one of the more complex food-delivery markets, with four active players—DoorDash, Grubhub, Postmates, and Uber Eats—at the top, each commanding certain large urban markets
- As of May 2021, DoorDash prevailed in San Jose (with 77% of the market), Houston (56%), Philadelphia (51%), and San Antonio (51%). Uber's 2020 acquisition of Postmates leveled the playing field, but only slightly. Combined, Uber Eats and Postmates led the market in Los Angeles (50%) and New York City (41%) as of May 2021

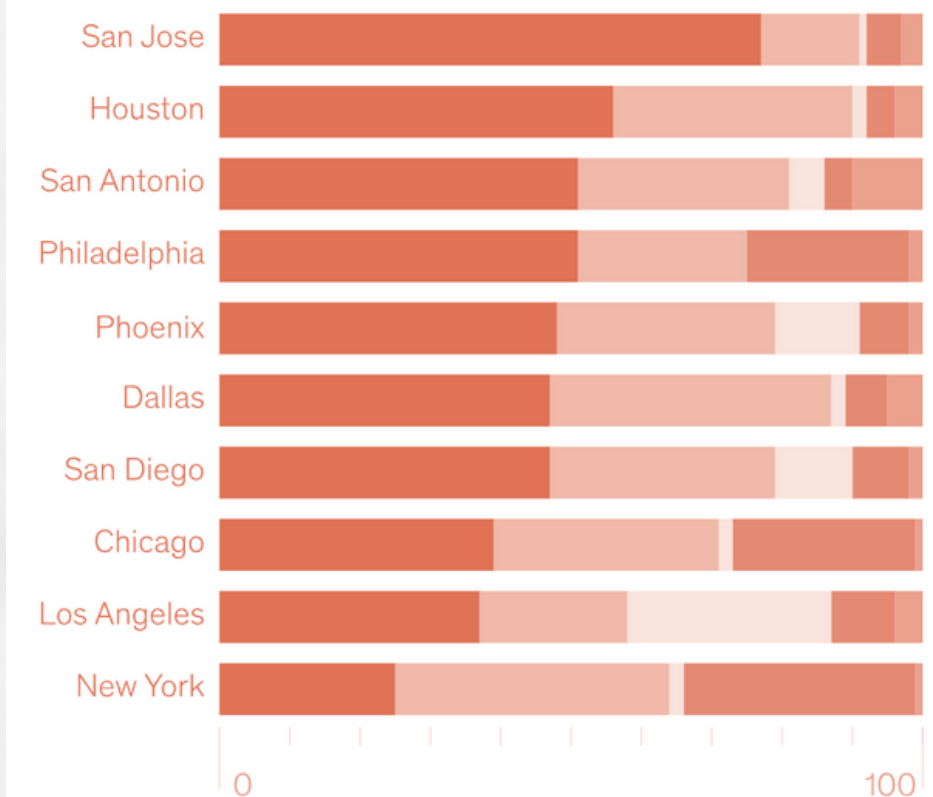
CULTURE

- Specialized food delivery apps are popping up in multiple cities
 - Chowbus
 - Slice
 - Oja
- High consumer dissatisfaction with Grubhub (and food delivery apps more generally) – Grubhub is rated at 1.17 stars on Sitejabber from 3608 reviews
 - The major complaints about Grubhub include poor customer services from the delivery personnel, next order problems, and delayed delivery times
- Concerns in the rise of “ghost menus” – These 'virtual restaurant' menus typically hawk one type of dish, like chicken wings and usually operate inside established restaurants looking to boost sales by creating their own menus or licensing and selling one or two delivery-only brands

US monthly market share, %



US market share by city, %





Business & Communication Objectives

Business

As of March 2023, GrubHub holds 9% of the food delivery market share. Increase GrubHub's market share by 10% by the end of this fiscal year to begin more heavily competing against Doordash and UberEats.

Communication

- **Consideration:** Create a larger desire for the use of Grubhub over competitors
- **Loyalty:** Incentivize new customers and retain existing customers through deals and differentiation of services

Target Audience

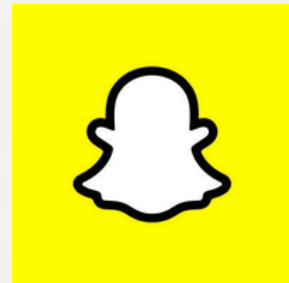
MEDIA/WEB USAGE



147i



146i



152i



199i



156i



186i

The New York Times

141i

BuzzFeed

182i

The Washington Post

148i

Broad target audience: *Post-graduate, full-time, middle-to-upper class late Millennials with a higher income that live an on-the-go lifestyle and desire convenience*

- Ages 18–34
- 15% have post-graduate degrees (115i)
- 55% work full-time (120i)
- Travelers, both domestic and abroad, for work and enjoyment
- Average HHI: \$119,385

MEDIA BEHAVIOR



135i



149i



119i



134i

37% followed or 'became a fan' of something in the last 30 days (153i)

23.27% clicked on an advertisement in the last 30 days (146i)

Subgroup: Working Professionals of Color

- 15.3% are Black (116i)
- 19.54% are Hispanic (136i)
- 5% are Asian (138i)
- Specific apps for ethnic food are popping up → people are looking for more diversity in their cuisine
 - First-generation immigrants; busy young professionals looking to enjoy the food of their heritage; returning expats who want an easy way to access the specialist ingredients to cook the food they've been eating abroad
- High interaction with political commentaries/news sources such as WaPo and NYT → frustrated with issues of racism and diversity in the US
 - ***In the market for a more inclusive and convenient food delivery app***

Subgroup: Left-Leaning Working Professionals

- 7% is LGBTQ+ (152i)
- 14% are Democrats (137i)
 - 13.84% are very liberal (137i)
- High interaction with political commentaries/news sources such as WaPo and NYT → cares for the social and ethical responsibility of the places they eat from
 - ***In the market for a more inclusive and convenient food delivery app***



Target Persona



YouTube:
Dessert Person with
Claire Saffitz



Hulu:
Abbott Elementary



Spotify:
The Taste Podcast

Amelia is a 25-year-old woman who was born and raised in Texas. She relocated to Washington, D.C., right out of college to work as a UI/UX designer.

Due to her busy schedule, she rarely cooks and prefers ordering food through delivery apps on weekdays, though she's not particularly loyal to one delivery app. On weekends, Amelia likes watching cooking tutorial videos on YouTube and cooking food that reminds her of her hometown.

Amelia regularly uses Snapchat to keep up with her college and high school friends. She enjoys watching TV shows on Hulu during the weekend and keeping up with celebrities and online gossip through social media.

Being in the city provides Amelia with the choice to eat at both local and chain restaurants.



**Ambitious
Amelia**

Age: 25

Occupation:
UI/UX Designer

Marital status:
Single with no kids

Location:
Washington, D.C.



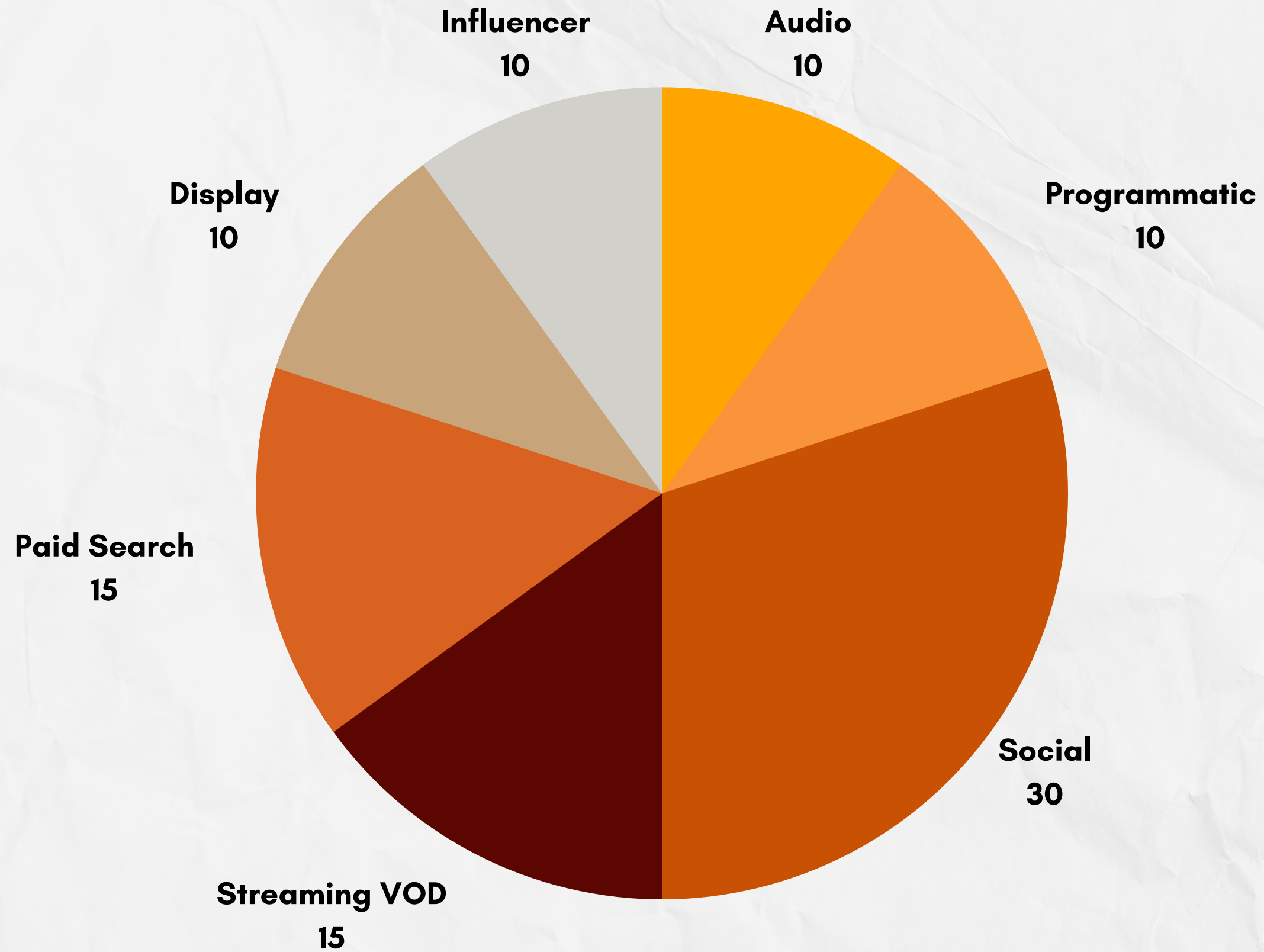
BuzzFeed



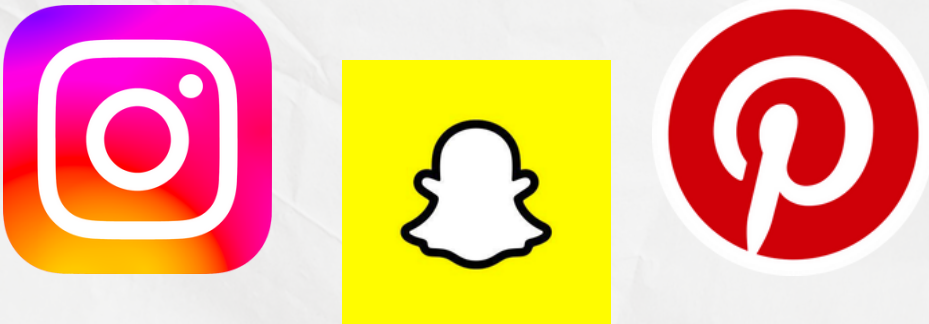


hulu






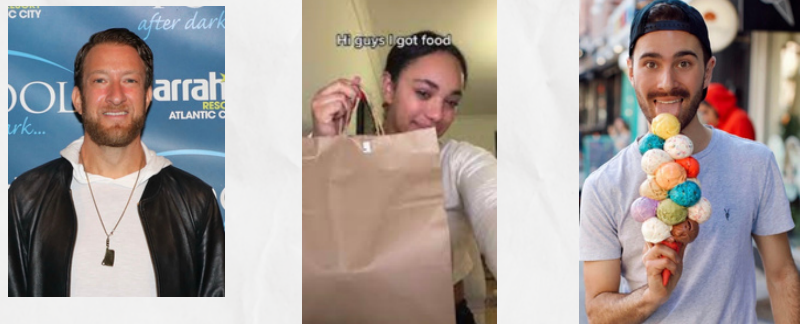
Budget Allocation



Budget Allocation

| Channel | Why | Partners |
|-----------------------------|---|---|
| <p>Social</p> | <p>Social media ads (taken from long-form video) promoting GrubHub's extensive range of menu options and offering promotions to cause brand switch (free delivery for first few orders on the app, discounts on food from partner restaurants, etc.)</p> <p>Partnerships with chefs/food influencers</p> <p>Highly targetable</p> <p>Good audience measurement tools to track engagement with our more specific audiences and message</p> |  |
| <p>Streaming VOD</p> | <p>30% of food delivery app users are 40% more likely than average American population to watch a TV program online</p> <p>Long-form video ads on streaming platforms</p> <p>Results are measurable</p> <p>Ads are targetable and often unskippable</p> |  |
| <p>Paid Search</p> | <p>Target specific demographics and specific keywords, including "Delivery" and "Restaurants"</p> <p>Performance driven - tied to increasing sales</p> <p>Extensive targeting for our various audience subsections</p> |  |

Budget Allocation

| Channel | Why | Partners |
|-------------------------|--|---|
| Audio (Spotify/Pandora) | <p>Can target a niche, specific audience</p> <p>More cost-effective</p> <p>High engagement</p> <p>Leverage granular targeting and build custom content</p> <p>Podcast growth on the rise</p> |  |
| Display | <p>Programmatically-bought display ads on websites that our target audience frequents, specifically political commentary sites, travel sites, general news/entertainment websites</p> |  |
| Programmatic | <p>Highly targeted > using for all social and display ads to reach our TA</p> <p>Measurable results</p> |  |
| Influencers/Blogger | <p>Partnerships with influencers on Instagram to make LFV and posts about GH-partnered restaurants</p> <p>Micro influencers help to generate sales or engagement and are cheaper</p> |  |

BANNER ADS/DISPLAY

- Our target audience, mostly being well-educated Millennials, frequently tune into political commentary sites like NYT, WaPo, CNN, and BuzzFeed
 - **Programmatically display banner/display ads on these sites, specifically small businesses, POC-owned businesses, and copy to highlight Grubhub's philanthropic efforts**
- In addition, they are big travelers, using sites like Airbnb and Expedia frequently to plan personal vacations or work trips
 - **Programmatically display banner/display ads on these sites specific to the location where the user currently is or where they are planning to go**

STREAMING SERVICES

HULU

- Hulu is one of the top streaming service providers and is one of the only services that has commercial advertisements depending on one's streaming plan
- Over 50% of the service's subscribers are young people, with the average age of Hulu viewers being 31
- Hulu is increasing in popularity over other streaming networks like Netflix. With more users streaming into Hulu shows, introducing them to the GrubHub audience is the perfect opportunity to retain new consumers

HBO

- HBO is a millennial-dominated platform: only Millennials state they would probably purchase an HBO Max subscription, with 8% stating they would be very likely to buy a subscription (due to price)
- Editorial halo of a kind: HBO has received prime Primetime Emmy nominations for 17 consecutive years—more than any other network

PEACOCK

- Streaming service on the rise: Peacock to reach one-fifth of US internet users by year's end
- Of the 24.5 million active accounts held by Peacock subscribers at the end of 2021, just over one-third existed at the free level
 - The majority of paid Peacock accounts are also ad supported, making ads a major revenue stream for the platform

STREAMING STRATEGY:

- One main, long-form commercial video playing during ad breaks
- This video can be shortened and chopped up for SFV on Instagram and Snapchat
- Allows better targeting than Linear TV, as well as capturing the attention of a much larger audience

INSTAGRAM + INFLUENCERS

- 54% of TA used Instagram in the last 30 days (146i)
- Our audience engages well with clickable advertisements: 23.27% clicked on an advertisement in the last 30 days (146i)
- Our audience also likes to follow/engage with things they see online: 37% followed or 'became a fan' of something in the last 30 days (153i)
- This opens up the opportunity for influencer marketing:
 - Micro influencers (10,000 to 100,000 followers) comprise roughly 80% of total active influencers across all platforms
 - Help to generate sales or engagement, as micro-influencers tend to have a loyal and active community of followers
 - Cheaper, while generating more weekly conversions and overall engagement
- Influencers to consider:
 - @bayarea.foodies -- already a partner with OpenTable
 - @cookingwithbello -- features Italian dishes in both short- and long-form (IGTV) posts; published cookbook author.

- What would influencers do with Grubhub?
 - **Food tours -- visiting Grubhub-partnered small businesses/POC-owned businesses to highlight them, as well as Grubhub's services**
 - Offer followers of certain influencers a discount code for their first GH order

SNAPCHAT

- 31% of TA used Snapchat in the last 30 days (152i)
- Snapchat is a Popular Choice When On-the-Go, Commuting and Traveling - - which much of our time-starved, busy audience is constantly doing
- Snapchat reaches 75% of the 18-34 year old population
- **Programmatically place SFV ads in between user's stories to let them know of local food in the area and/or shorter delivery times**

PINTEREST

- 26% of TA is 31% more likely than gen. pop to use Pinterest
- Pinterest Trends -- application created by Pinterest where advertisers/creators can see the most popular trending topics on the app, as well as the weekly/monthly/yearly changes in trends
- Top yearly food and drink trends in our audience age range (18-34):
 - Easy dinner recipes
 - Air fryer recipes (300% weekly change)
 - Meal prep for the week (100% weekly change)
- **Programmatically place ads on Pinterest where people have been searching "recipe ideas" that direct the user to Grubhub (they're already hungry, why not take the hassle out of the food prep?)**

BIG IDEAS

GRUBHUB-BRANDED PODCAST

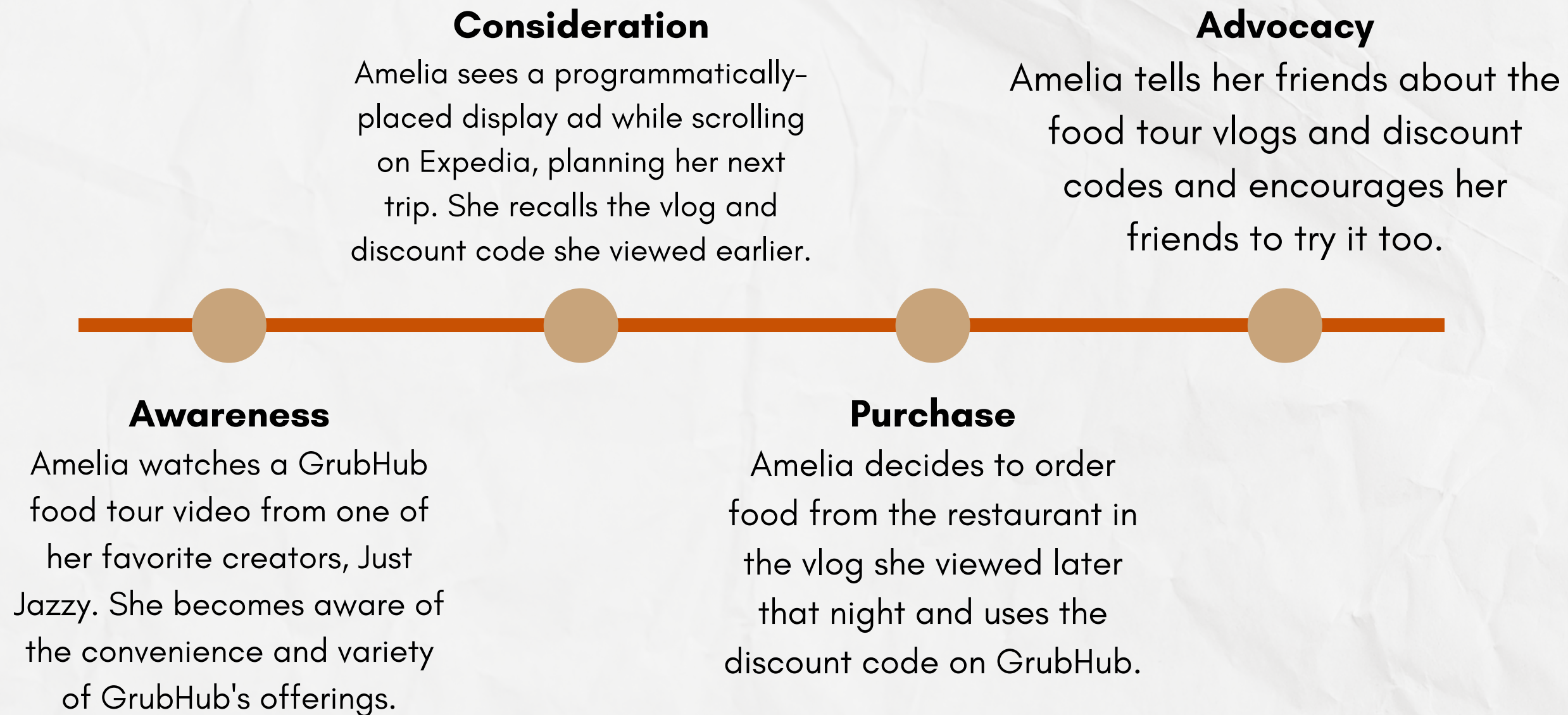
- Podcast about food inequity/racism in the food industry/lack of diversity in certain food offerings hosted and funded by GrubHub
 - Appealing to our politically active, left-leaning, well-educated audience while informing them of Grubhub's mission and associated ethical efforts
 - Partnership with Spotify, bought directly or via a podcast network
 - Individual podcasts align with consumer passion points to capitalize on pop culture
 - Live reads can be used for more straight forward messaging, where custom executions can convey a deeper story/theme

FOOD TOURS WITH DIFFERENT FOOD INFLUENCERS IN MAJOR CITIES THROUGHOUT THE US

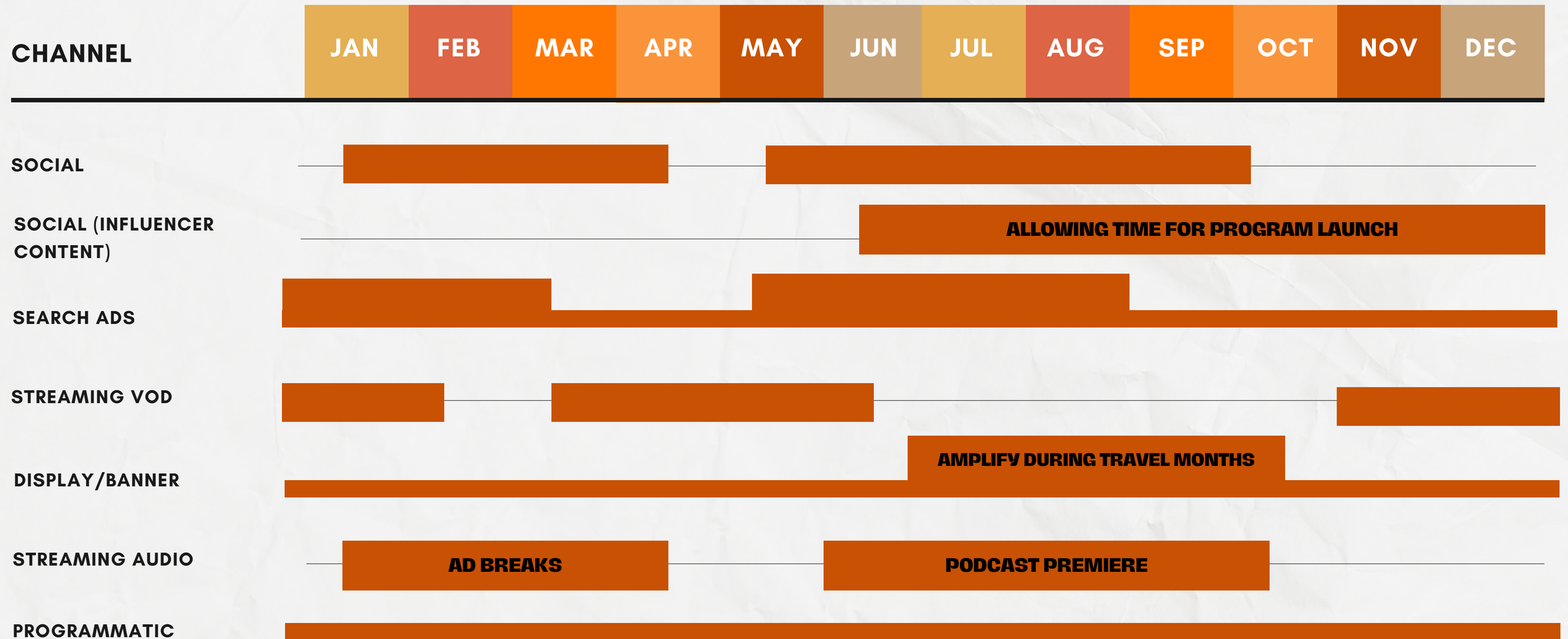
- Influencers can 'vlog' and review different restaurants that are available on GrubHub as a way to bring exposure to smaller restaurants, good hotspots, hole in the walls etc.
- Influencers will promote GrubHub discount/promo codes.



Sample Consumer Journey/Campaign Interaction



Flighting



Measurement Objectives/KPI

BRAND AWARENESS & PREFERENCE

MEASURED BY:

- Social media impressions
- Survey results to see GrubHub preference among different brands
- Brand recall surveys

BRAND LOYALTY AND NEW CUSTOMERS

MEASURED BY:

- The number of repeat orders against new orders
- The number of times the GrubHub discount or promo code was used
- Number of new app downloads

MEDIA CHANNELS EFFECTIVENESS

MEASURED BY:

- Clicks & reach of ads (paid search, programmatic, streaming VOD)
- Number of GrubHub podcast listeners
- Number of influencer YouTube video viewers
 - Number of times the GrubHub discount or promo code was used
- Social media impressions

Why Our Agency?

- **Data-driven recommendations**
 - Every aspect of our planning is guided by **data** and **insights**.
- **Expert knowledge on both traditional and digital media**
 - We are Gen Z-ers -- we know the media landscape and its dynamics intimately!
- **Strong communication**
 - We keep your brand's best interest in mind at all times and we keep you in the loop in everything we do.



Thank

you!

