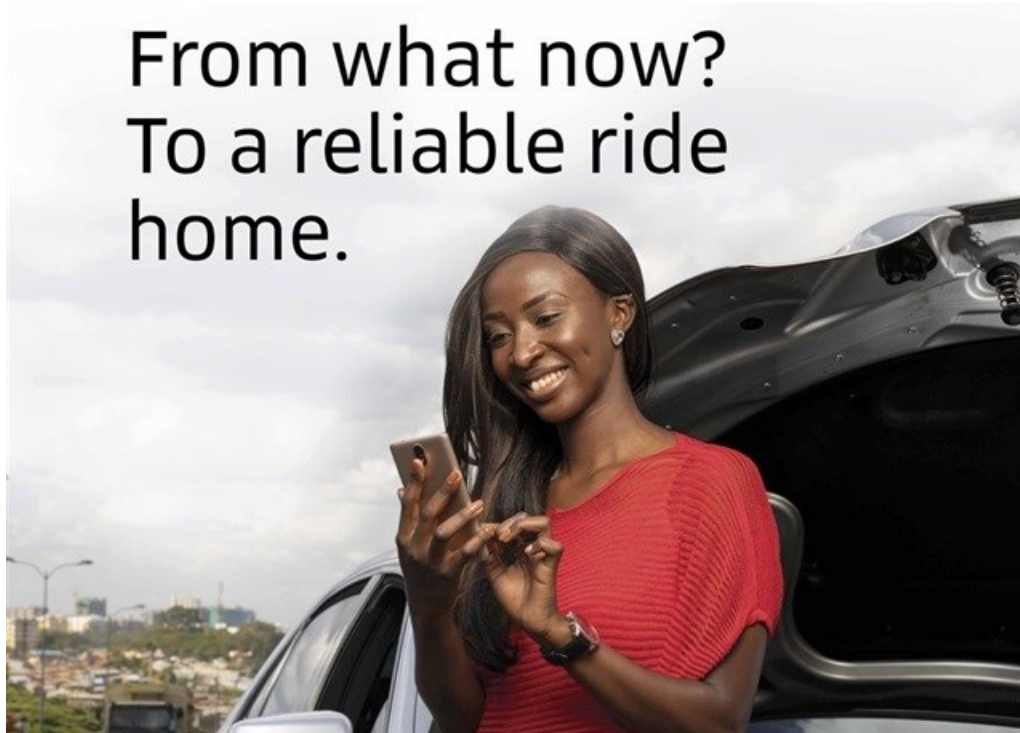


Focus on the moments that matter with Uber Kenya

Grey Africa has produced Uber's first local integrated campaign in Kenya. The execution in Kenya is one of several campaigns Grey Africa has developed for Uber since April 2018 in the following African markets: Ghana, Nigeria, Uganda and Tanzania.

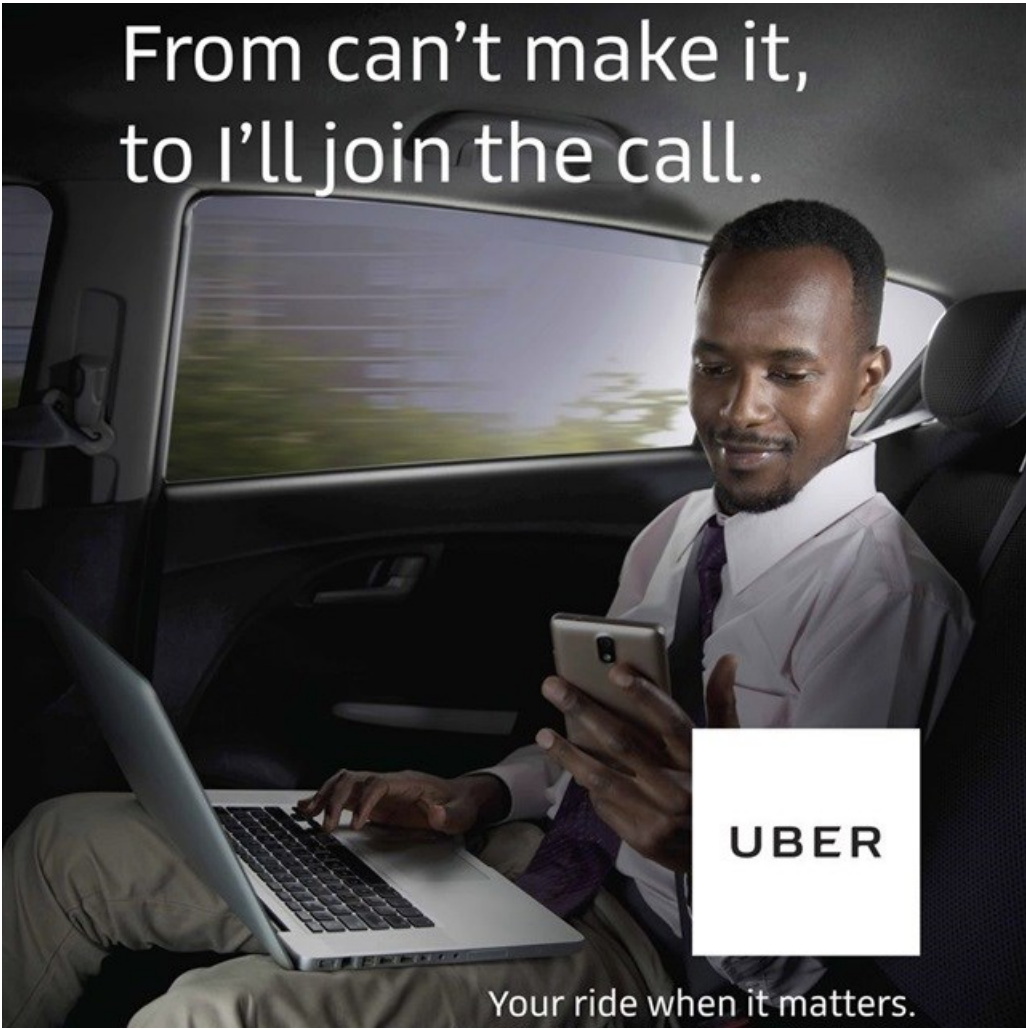


Uber Kenya campaign by Grey Africa.

The integrated campaign, featured a TV commercial, digital assets and OOH, which went live mid-July with the concept *For the moments that matter*. The campaign big idea centered on the premise that there are times in life when we want to be free and in the moment, not troubled by the hassle of driving ourselves.

The TV commercial captures the emotion one feels when you have the freedom to truly enjoy life's special moments without hassle and stress. The story depicts a young couple, rudely woken in the middle of the night by that phrase all expecting couples are never quite ready for: "The baby's here...". The expectant father drops his keys and opts to rather take an Uber so that he can ride in comfort with his wife and get to the hospital in time.

From can't make it,
to I'll join the call.



UBER

Your ride when it matters.

Another storyline follows a businessman who, stuck in traffic in an Uber, is still able to take part in a meeting remotely from the back seat.

“This campaign was uniquely conceptualised and executed in Kenya by Grey East Africa.” says Grey Advertising Africa’s network coordinator, Dele Odugbemi.

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