

## Uber delivers on ice cream campaign

NAIROBI, Kenya - Uber, the app that connects riders with drivers, launched a global campaign on Friday, 15 July 2016, to bring #UberIceCream to its commuters.



Image by 123RF

The Uber drivers in Nairobi were part of a global campaign, with riders in 69 countries and 400 cities, who were able to request an ice cream at a push of button, delivered by your Uber driver.

Uber partnered with [Delia's All Natural Ice Cream](#) to deliver Uber's uniquely labelled dessert called "Bits and Atoms". At the tap of a button, riders in Nairobi and Mombasa were also able to request two servings of Delia's Natural Ice Cream.

"#UberIceCream is a global promotion that celebrates what we have in common, and gives us an opportunity to come together. We are thrilled to bring our riders this exciting experience and we hope riders will take a moment and indulge together," said Alon Lits, general manager for Uber Sub-Saharan Africa, last week.

To "get the scoop", all riders had to do was:

- Open the Uber app on Friday, 15 July, between 11am – 3pm.
- Slide across to the Ice Cream view, set your pick-up location and request Ice Cream.
- Within minutes your Uber would arrive to deliver two Servings of Delia's Natural Ice Cream for only KES 200.