

lyft



Situation Analysis

Boston is home to over 60 colleges and universities, and services more than 250,000 students. These college students grew up in a digital world and are tech-savvy. They receive the majority of their information from smart phones and are comfortable trying new technology products and applications.

Students in Boston have a unique lifestyle because they are living between two places: home and school. They are often travelling between Boston and home, and need to carry luggage to the airport, train station, etc. Many rely on wheels (cars or taxis) to take them to their destination because it's too heavy to take on the T. It will be extremely beneficial for Lyft to foster brand loyalty among students in Boston because many have an audience that listens to them on social media, and many stay in Boston to work after they graduate.

School, work, internships, and social activities occupy students' time; and these are more often than not located in different neighborhoods. For example, a student may go to school at Harvard in Cambridge, intern or work in the financial district downtown, and go out to bars in Fenway on the weekends. It's impractical to get around the entire city on foot or bike, therefore many students rely on transportation services to help them get to everyday obligations.

The most economical and common mode of transportation is the MBTA buses and subways, which cost up to \$2.70 per ride. The T closes early, at midnight on weeknights and by 1:00 am on weekends. People opt for taking cabs once the T closes, but the cabs in Boston have a bad reputation and are much more expensive than the T, costing around \$10-\$20 per ride. What's more, there are a limited number of cabs in the city, and lots of people out past 1 am who are looking for a way to get home, making it very difficult to get a cab late at night on the weekends.

People who prefer cars to the subway, taxis, or buses currently have a few options: owning a car, zipcar, uber, and Lyft. Having a car in the city is a hassle because it takes time to navigate how to drive around Boston, and parking and fuel can become pricey. Zipcar is a popular car-renting service, but is useless to many students because it requires customers to be at least 21 years old. Uber is an app that partners with limo companies to pick you up in a black car, and uber X is a variation of this app, except it has cars and is less expensive. And finally, Lyft is a ridesharing service that has thrived in San Francisco is in its beginning stages in Boston.

Lyft was launched in Boston in May 2012, starting with 50 drivers. In five months, it has grown to 200 drivers, and it is continuing to grow at an accelerated pace. Most students do not know what Lyft is or how it works. Some students recognize the fuzzy pink moustaches, but don't know what they stand for, or why some cars have them on their front grills. Many students assume that the accessory is a trend, and don't know that the moustaches are part Lyft's brand image.

SWOT Analysis

Strengths

- open late (currently later than T until 3am, campaign will extend to 24 hour service)
- safe: drivers must pass a thorough background check & car inspection
- clean
- amenities: chargers, play your own music
- see photos of drivers, their location and an estimated pickup time as soon as a Lyft is requested
- social/community aspect
- rides are much cheaper than cabs because they are based off suggested donations, which are usually around \$10 per ride

Weaknesses

- Some people find the pink moustache and the "fist bump" that drivers greet passengers with as tacky, annoying, and embarrassing
- Donation suggestion changes based on how busy drivers are, and on rare occasions the price will spike
- Beginning stages, so drivers aren't scheduled- shifts are mostly voluntary, and sometimes there aren't enough drivers around at one time and it takes a while to get a car

Opportunities

- Transportation to airport/train station for students going home - much cheaper than cab
- Target students who want cheap transportation after the T closes
- Boston's only transportation after the T closes are cabs, which can be expensive, unsafe, and uncomfortable

Threats

- Disputes over the legality of ride sharing (a similar ride-sharing start-up, Rideorama was shut down by Denver's Public Utilities Commission because the company was charging for rides)
- Cities making laws to protect taxis/public transportation

Objectives

- Educate the public on what Lyft is so they automatically know that a vehicle with a pink moustache is a Lyft
- Generate positive feelings towards Lyft for being a fun, safe, simple way to get places
- Make Lyft the go-to mode of transportation when the T closes
- Create community among students at the various schools in the city
- Establish a presence on social media

Strategies

- Appeal to college students' emotions
 - Home for holidays
 - Lyft is eco-friendly and is helping make transportation more sustainable
 - Explore the city while you can – never been easier
 - Tone: fun, tongue-in-cheek
- Show that Lyft loves Boston and fosters community
- Portray Lyft as a fun experience in itself—not just the transportation taking you to or from an event
- Use social media to generate buzz
- Get media coverage that legitimizes the service and clarifies how it works

Messages

- Lyft loves Boston and wants to help improve transportation and make the city more sustainable
- Lyft is the most convenient transportation option because there's no need to walk to the bus or subway, or hail a cab: the driver comes to your front door with a click of a button on the smartphone app
- Lyft is safe
 - Drivers must pass DMV and criminal background checks
 - Vehicle inspections
 - Two hour training and safety session

- Must be 23 years or older and have a driver's license for more than 3 years
- The Lyft brand is trendy, fun, hip, and popular among young people
- Lyft is social and fun
- Lyft is the convenience of having a car in the city in that you can get to places inaccessible by transportation; but you don't need to own and take care of a car
- Just because the T closes early doesn't mean the night has to because Lyft has late hours
- Lyft strengthens the bond between college students in Boston and facilitates meeting students from different schools

Tactics

- 1) Create a video that showcases Boston
 - Show Lyft passing Boston landmarks
 - Go viral online, especially among students
 - Receive positive media attention from local media and student publications
- 2) Partner with local restaurants to host Lyft meet-ups for passengers and drivers
 - Emphasize that Lyft is supporting local business & helping build community
 - Encourage attendees to live tweet and use hashtag #Lyfted
- 3) Event at the W with photo booth (pink moustaches for people to play dress up) for students to meet each other
 - Prominent speaker that will attract more attendees (Mark Zuckerberg)
 - Take pictures and post to social networking sites in the hopes that it will be seen by acquaintances of attendees
- 4) Pitch to be featured in student publications
- 5) Brand ambassador program for students:
 - Give Lyft student ambassadors the materials to spread awareness of Lyft on their campuses and explain what it is
 - Hand out vouchers
 - Possible growth opportunity for students looking for job – Lyft is growing and may need more people on the Marketing team in Boston
- 6) QR sticker campaign
 - Put all over college campuses
 - Directs to app store to download the app
 - Includes a discount
 - Explains what Lyft is in an easy-to-understand format

- 7) Holiday campaigns: give vouchers to students on holidays/breaks when they need to get to the airport/train station
- 8) Press from Boston influencers (BostInno, Boston Tweet, Globe, Red Sox)
- 9) Implement new weekend hours (open for 24 hours)
- 10) Create a video for Lyft weekend hours
 - flashes of the pink moustache, a group of friends getting into car, fist bumping the driver, getting offered gum/water, charging phone, playing your own music (on same phone that called the Lyft), arrive at party
- 11) News release announcing more cars & later hours
- 12) Create accounts on Social Media specifically for Lyft Boston to engage with the community

Evaluation

- Number of articles written
- Number of followers gained on social media accounts including Twitter, Facebook, and Instagram
- Number of new downloads of the app
- Number of vouchers used
- Number of rides
- Number of views on video
- Focus group to determine awareness and attitude towards the brand
 - Do people understand that the moustache represents Lyft?
 - Do people understand how Lyft works?
 - Do students perceive it as safe? Or are they skeptical of getting into a stranger's car?



2014- 2015 Timeline

August 2014

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant
- Send out pitch letter to student publications about the T & Lyft

September 2014

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant. Encourage attendees to live tweet & post pics
- Send out press release for Lyft College Night
- Send out media alert for Lyft College Night

October 2014

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant. Encourage attendees to live tweet & post pics
- Recruit students for brand ambassador program
- October 15th: Lyft College Night at the W Hotel
 - Special guest speaker: Mark Zuckerberg
 - Photobooths with pink moustaches – post online, tag participants → attendees' friends and followers will see
 - Announce brand ambassador program

November 2014

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant. Encourage attendees to live tweet & post pics
- Continue to recruit students for brand ambassador program
- Thanksgiving promo for students travelling

December 2014

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant. Encourage attendees to live tweet & post pics
- Winter break promo for students travelling
- Brand ambassador training
 - Saturday, December 6, 2014
 - Wednesday, December 10, 2014
 - Saturday, December 20, 2014
 - Wednesday, December 24, 2014

January 2015

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant. Encourage attendees to live tweet & post pics
- QR sticker campaign: increase visibility on college campuses
 - stickers & brochures all over campuses
 - scanning the QR sticker explains what Lyft is + coupon code

February 2015

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant
- QR sticker campaign: put all over campuses – explains what Lyft is & coupon code
- Cast Lyft 24 Hours video
 - find students from each college for video

March 2015

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant
- Film 24-Hour Lyft video
 - Feature the different colleges in Boston & city landmarks
 - trendy music
 - message: Lyft can take you around during the day, and transport you at night when you go out as well. It never closes, is safe, and easy to use

April 2015

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant
- Start of Spring semester promo
- Send out news release announcing later hours
- Continue filming Lyft 24-hour video

May 2015

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant
- Pitch social media influencers in Boston (Boston Tweet, Globe, BostInno) to publish the Lyft 24 Hours video on their social channels
- May 25, 2014: first day of summer -- Publish Lyft 24 Hours video to Lyft website & all Social Media channels
 - Brand ambassadors share on personal accounts and student groups

June 2015

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant

July 2015

- Third Thursday of the month: Lyft meet up for drivers and students at local restaurant
- Evaluate marketing efforts



Positioning statement

To: College students in Boston

Lyft is: the best option for transportation at night

Because: it is inexpensive and open late



Positioning statement

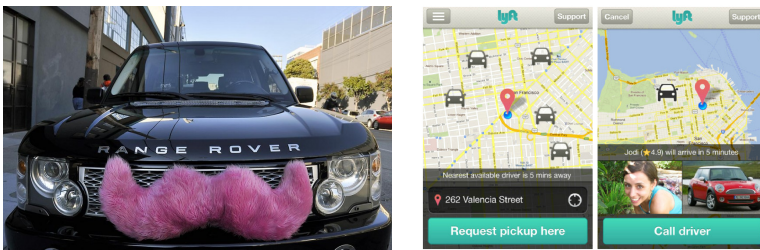
For college students in Boston, Lyft is the best mode of transportation to use when the T is inaccessible because it is convenient, cheap, and safe.

Company Backgrounder

Lyft is a ridesharing service that was founded by the ride sharing startup Zimride in San Francisco during the summer of 2012. Zimride facilitates carpooling for longer trips that are planned in advance, but Lyft is more similar to a taxi service that gets people to a destination close by.

How it works

Lyft operates through a smartphone app. Passengers register using their Facebook account, and provide their phone number and credit card information. To find a ride, customers open the app and it identifies the passenger's location, and contacts a driver close by. The passenger can then see the name of the driver, his or her rating, pictures of the car, and how far away the driver is. When the ride is over, both the driver and passenger rate each other, and the passenger pays a suggested donation based on the time and distance of the ride. Passengers can pay the driver any amount they would like, but a below-average donation can affect his or her rating and make it more difficult for them to get picked up for rides in the future. Drivers rely on donations to make money, and the company takes a 20% cut of the fare. A Lyft ride typically costs 30 percent cheaper than a cab.



The Lyft experience

Lyft aims to be a fun experience that builds communities in cities, and this is conveyed through its tagline: "your friend with a car." Taking a Lyft is different from other taxi and car services because drivers use their own cars, which are distinguished from other vehicles on the road by pink fluffy moustaches affixed to the fronts of the cars. Passengers request a Lyft simply by clicking the "request ride" button on the app, and then they can see the driver's name, location, and vehicle. Passengers are greeted by their driver with a fist bump, and have the opportunity to play their own music and charge their phones. Lyft is also safe, and drivers are given a thorough background check; each driver must pass DMV and criminal background checks, a vehicle inspection test, and be at least 23 years old.



Press release

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FOR IMMEDIATE RELEASE

Lyft Extends Operating Hours in Boston

ridesharing service Lyft adopts 24-hour service to improve city transportation

BOSTON, Mass., (January 1, 2015) - The ride-sharing service Lyft announced today that it is extending its operating hours at the start of the new year. Since its launch in Boston in July 2013, the company has been in service every day of the week from 5:00 am until 1:00 am on weekdays, and from 5:00am until 3:00am on weekends. Beginning today, Lyft will adopt new hours and be in service for 24 hours, every day of the week.

Lyft services more than twenty cities in America, but Boston is the only city that will extend its hours of operation. "Lyft's goal in every city is to improve transportation. Each city has a unique transportation system, and each has its strengths and weaknesses " CEO John Zimmer, "What we've gathered from our Lyft drivers and passengers in Boston is that one of the greatest inconveniences

is that there are limited ways to get around at night. Extending our hours is the obvious next step to better serve the Boston community.”

Zimmer is correct regarding the limited transportation in the city. The main modes of transportation in the city of Boston are privately held cab companies and the MBTA-- Greater Boston's public transportation system that includes subway, commuter rail, and bus. The “T” is the oldest public transportation system in the country, and only operates until midnight on weeknights and until 1:00 am on weekends.

About Lyft

Lyft is a ride-sharing service that was launched by John Zimmer in June of 2012 in San Francisco. It connects passengers who need a ride with drivers who have a car via a smartphone app. Lyft cars sport fluffy pink moustaches on the front of the cars and operate in 21 US cities, including Boston, where it launched in June 2013. Lyft operates entirely through a smartphone app, and allows users to request a ride with the tap of a button.



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Rebecca D. Robbins
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Dear Ms. Robbins,

Did you know that Boston has the oldest and fourth largest transportation system in the country? The MBTA public transportation system services the greater Boston area with a subway system, buses, and commuter rail. Although the T has proved to be a reliable mode of transportation for decades, in recent years it has been receiving criticism for not being open late. The T is open every day of the week, from 5:00 am until 12:00 am on weekdays, and from 5:00am until 1:00am on weekends.

Once the T is closed, the most common option is to take a taxi cab. Unlike cities like New York City, the cabs in Boston are privately owned. Some of the neighborhoods in Boston are more quiet and less busy, making it difficult to find a taxi, especially when at nighttime and they are in high demand.

The lack of transportation options at night is especially inconvenient for students living in and around the greater Boston area that depend on it to get to jobs, schools, and recreation. One of the newest options for transportation after the T closes is Lyft: a ride-sharing service that connects people with drivers through a mobile app.

Lyft is a great option for students because it is inexpensive and convenient. All transactions -- from requesting a driver, to paying at the end of the ride -- are done on the passenger's smart phone. What's more, it's a safe option for students: there's no need to hail a cab from the street because rides are requested on the app, and passengers can find comfort in the fact that all drivers must pass a background check and vehicle inspection. On top of this, Lyft is fun and more social.

Feel free to contact with me with any questions you have. You can reach me by phone 908-616-7056 or email daniellepowell@dmpPR.com.

Best,
Danielle Powell



**Lyft college event at the W hotel
EVENT FACT SHEET**

DATE:

October 15, 2013

TIME:

8:00 pm

LOCATION:

W Hotel
100 Stuart St
Boston, MA 02116

PURPOSE:

Lyft aims to help build communities. The intention of the college event at the W hotel is to connect students attending different schools in the Boston area.

ACTIVITIES:

Students will be able to learn how Lyft operates and meet drivers. They will also be able to gain information about the brand ambassador program, which they will have the opportunity to apply to at the event. The event will have a photo booth for students to take pictures with their friends; there will be accessories like pink mustaches and other Lyft merchandise. Students who register in advance will receive a \$10 Lyft credit to take them to or from the event.

GUESTS:

Undergraduate students at Emerson College, Northeastern University, Boston University, MIT, Tufts, Harvard University, Simmons University

COST:

free

RSVP:

By Friday, November 21, 2014

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Speaker Biography: Mark Zuckerberg



Mark Zuckerberg

Mark Zuckerberg is best known for creating Facebook, the online social networking website that he created in his dorm room in 2004. Zuckerberg attended Harvard University until his sophomore year, when he dropped out to dedicate his time to developing Facebook.

Zuckerberg originally created Facebook as a site that allowed users to create their own profiles, upload photos, and communicate with other users. In the beginning it was only used on Harvard's campus, but it spread to other top college campuses, and then to the public. Since its inception, Facebook's user base has grown to more than 250 million people, making Zuckerberg a billionaire.

Zuckerberg wears many hats, and has received numerous awards over the years for his work as an entrepreneur, computer programmer, and philanthropist. His character was played by Jesse Eisenberg in the popular film *The Social Network*, which chronicles the development of Facebook. What's more, *Time* magazine named him Person of the Year in 2010, and *Forbes* ranked Zuckerberg at No. 35 on its "400" list.



Media Alert

MARK ZUCKERBERG SPEAKS TO COLLEGE STUDENTS AT LYFT COLLEGE EVENT

WHAT:

Lyft is hosting College Night for undergraduate students studying at universities in Boston and Cambridge. Students will be able to learn about Lyft and the city of Boston, meet Lyft drivers, and meet students at other schools. They will also have the opportunity to sign up for the brand ambassador program.

WHO:

Mark Zuckerberg
Founder & CEO of Facebook

WHEN:

October 15th, 2014

WHERE:

The W Hotel
100 Stuart St
Boston, MA

WHY:

Lyft believes in making communities stronger by connecting people with their neighbors. The purpose of the college event at the W Hotel is to forge relationships between students and drivers, and connect students in the Boston area with each other.

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Speech

Lyft College Event

Speaker: Mark Zuckerberg

Topic: the importance of connection

Purpose: inspire students to connect with the community they're living in while they're in college, and endorse Lyft

- Background: attended Harvard, created Facebook
- “We are each a thread in the tapestry of life” – Ralph Waldo Emerson, 18th century writer, Harvard alumnus
- Connection: Important for survival, growth, success,
- Growth – cultivation
 - Facebook – connect people on the Internet
 - Lyft – seems to me – connect students with each other and with activities in the city
- Realize where you live: innovation
- Time you live in: digital age
- Boston is a city brimming with young curious students—connect & collaborate
- Be aware of the new ideas coming out of Boston. Support the ones you believe in
- Take advantage of where you live & the people you live near – collaborate
- Announce brand ambassador program
- *Hint* at possible partnerships with Facebook in the future.