

BRAND INTRODUCTION

Meet Instacart!

A delivery service that redefines the way we think about running errands. They offer a personalized shopping experience that conveniently brings your favorite things right to your door exactly when you need.



CREATIVE STRATEGY STATEMENT



CONVINCE WHO

Working parents
and busy families

THAT

Instacart eliminates the
time it takes to run
errands by delivering
right to your door

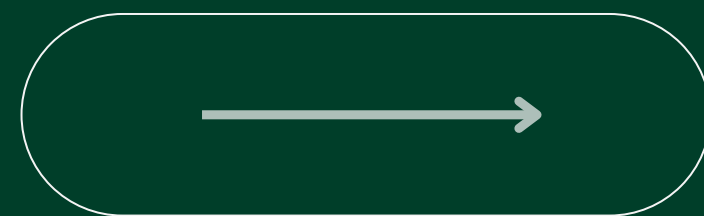
BECAUSE

Food brings people
together and time spent
with loved ones is more
important than time spent
prepping the meal or
grocery shopping for it

SMIT

GROCERY SHOPPING CAN BE EFFORTLESS AND
CONVENIENT, GIVING YOU MORE TIME TO BRING PEOPLE
TOGETHER AND ENJOY THE MEAL

CREATIVE EXECUTIONS



POSTER





FACEBOOK EXECUTION

- **Why Facebook?**
 - Most relevant to parent demographic
- **Visual platform**
 - Warm and inviting
 - Family friendly
 - Relatable
- **Community on platform**
 - Busy lifestyle
 - Extracurricular activities

DIGITAL SUMMARY

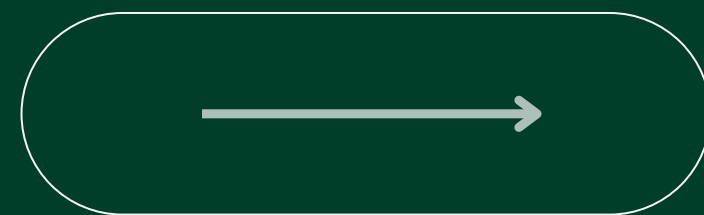


COMMERCIAL



Every special day begins with a little preparation

ALTERNATIVE EXECUTION



SHARING THE CARTLOAD

Cart for a cause

Interactive street display placed in cities with large homeless populations. It encourages passersby to add their favorite grocery items to a virtual cart using the Instacart app

The Instacart order is placed and the shopper delivers the selected items directly to local homeless shelters.

A helping hand

During the holiday season, Instacart will offer free delivery on all orders. Users will also have the option to make an optional monetary donation to local shelters in their city, with Instacart pledging to match every donation to encourage community support and impact.

