

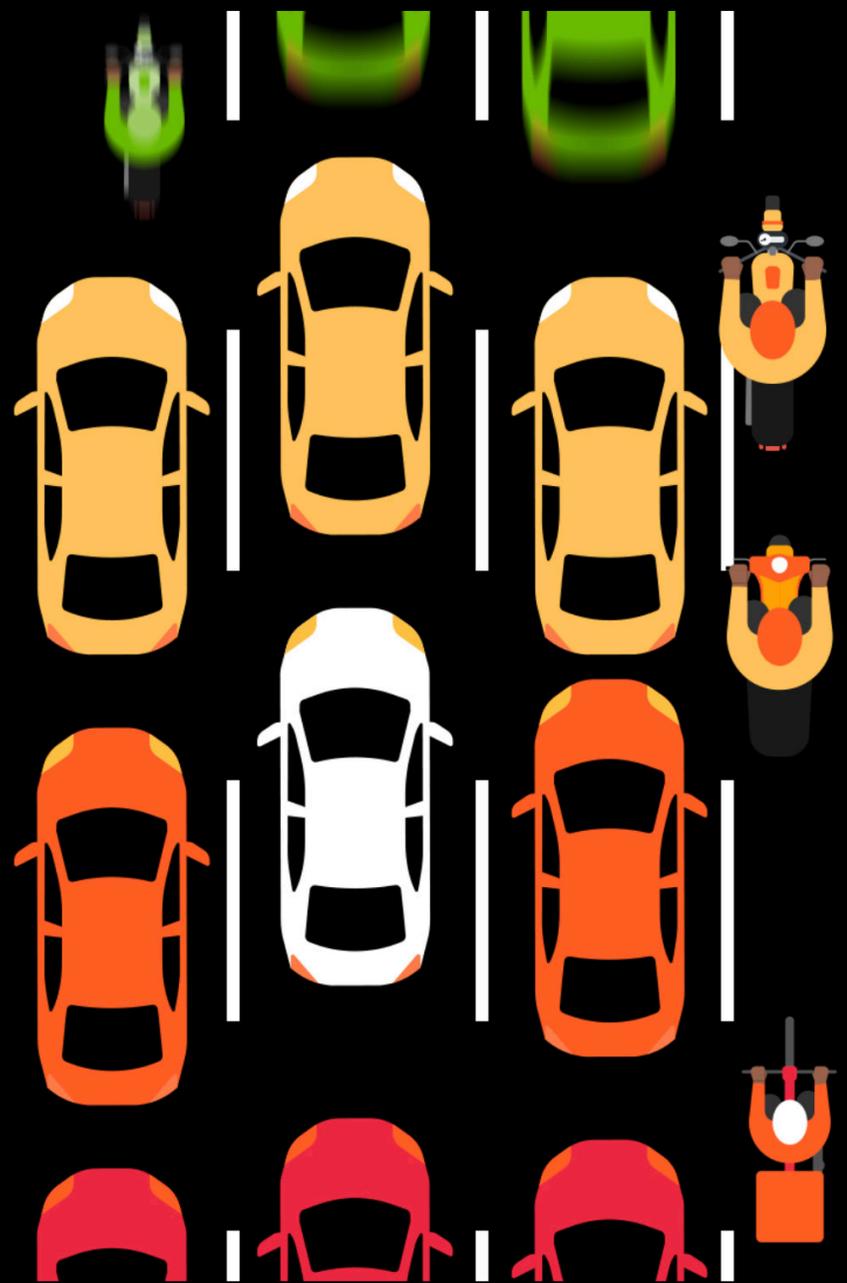
# Rental Health Day



# Problem

Driving is stressful.  
Especially at **peak traffic**.

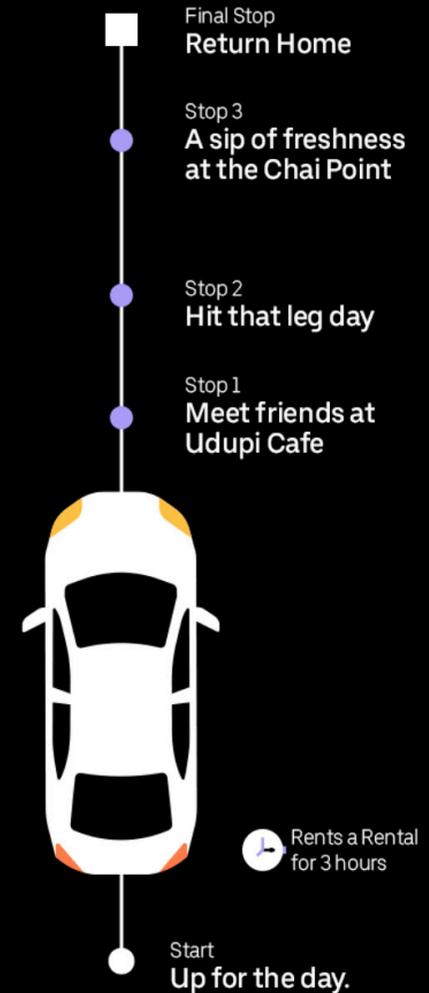
Having multiple stops?  
It only gets difficult from here!



# Objective

To introduce the concept of a **stress free Rental Health Day** with Uber Rentals

Establish Uber Rentals as the **preferred choice for hustlers** who have a long day on the road ahead of them.





# Our Story

Health isn't just about how you treat your body,  
it's about how you treat your mind as well  
- staying stress free is key.

## The magic

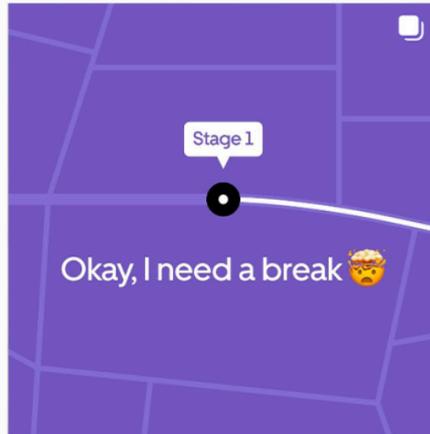
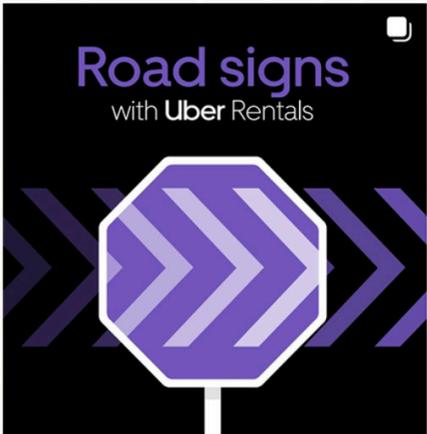
Skip stressful long-day drives.  
Take a day off from the road. Take a [#RentalHealthDay](#)

# Skip the drive with Uber Rentals

Take a #RentalHealthDay

Uber Rentals





# The Uber Love

9.8M+

Views Across  
Social Media



36%

Growth in  
Uber Brand Awareness  
Across Social Platforms



120%

Growth in  
Brand Awareness  
Across The Internet



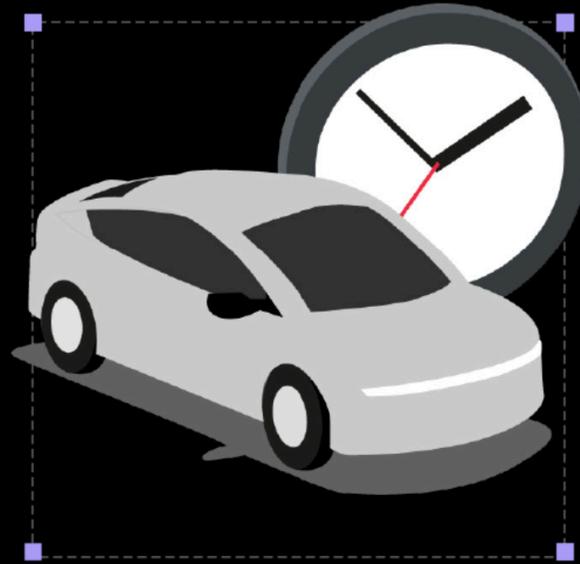
25%

Hike in Uber  
Rentals Bookings



# Rolling on Twitter

We designed a custom emoji for [#RentalHealthDay](#) on Twitter



Design



72 px



16 px



Hope you find p<sup>e</sup>ace

If not, take a Rental Health Day off!