

Waymo

CONTINUING THE CELEBRATION

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What is Waymo?



Electric Jaguar I-Pace

Quick Video

SAN FRANCISCO



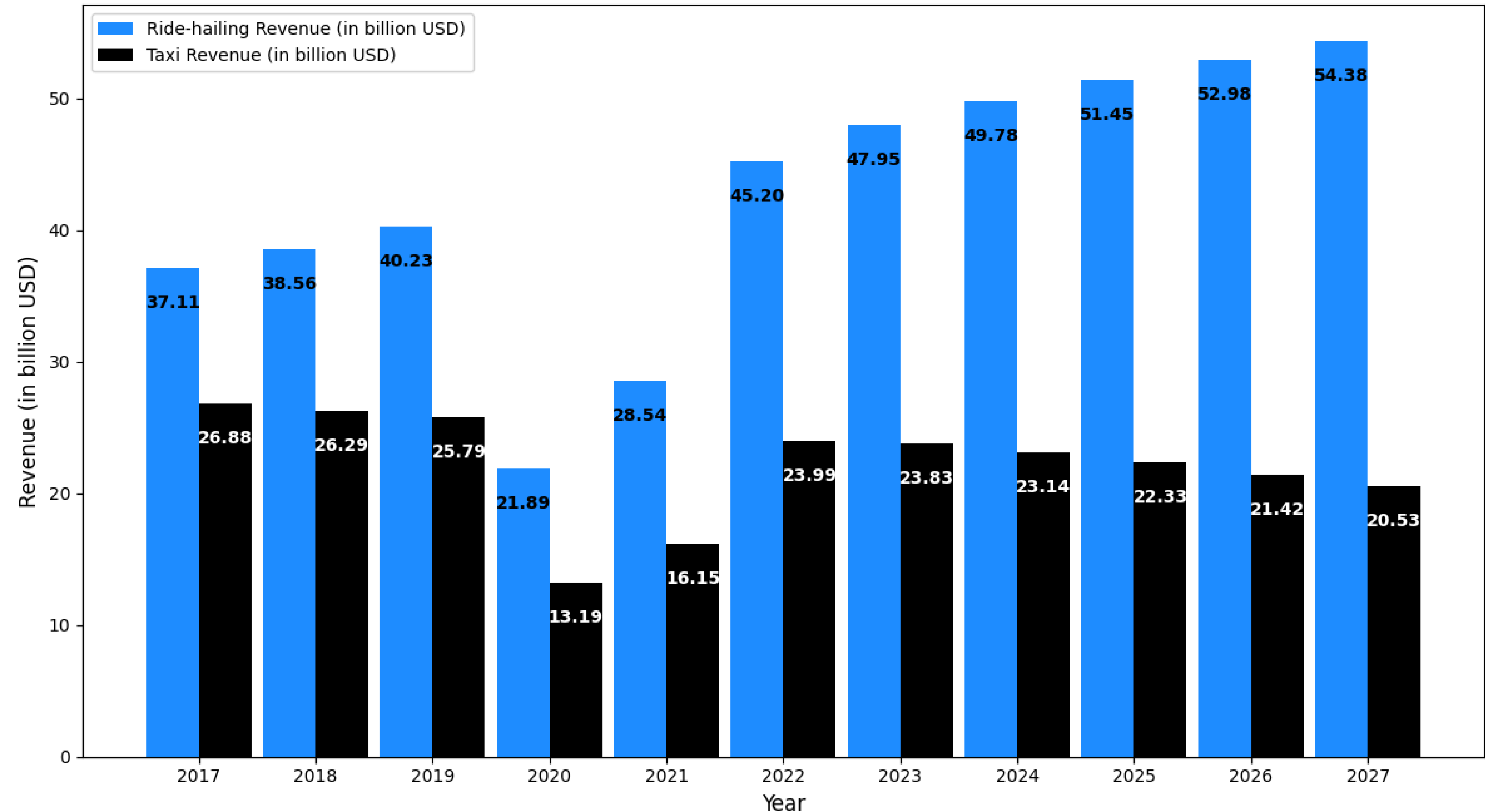
LOS ANGELES



PHOENIX



U.S. Ride-Hailing and Taxi Revenue Trends (2017-2024) with Forecast Through 2027



RIDE-HAILING SERVICES U.S. MARKET SHARE(2024)

\$49.87 billion dollars (2024)

76%



VS

24%



GREEN INITIATIVE COMMITMENTS

Goal

2030: 100%

Goal: Fully Electric Rides

Goal

2030: 100%

1%



VS

20%



Waymo Investment Plans

Goals

- Expand into Atlanta and Austin
- Broaden testing in more complex, diverse cities
- further develop autonomous technology

\$5.6 Billion Dollar
Investment



Consumer Behavior:

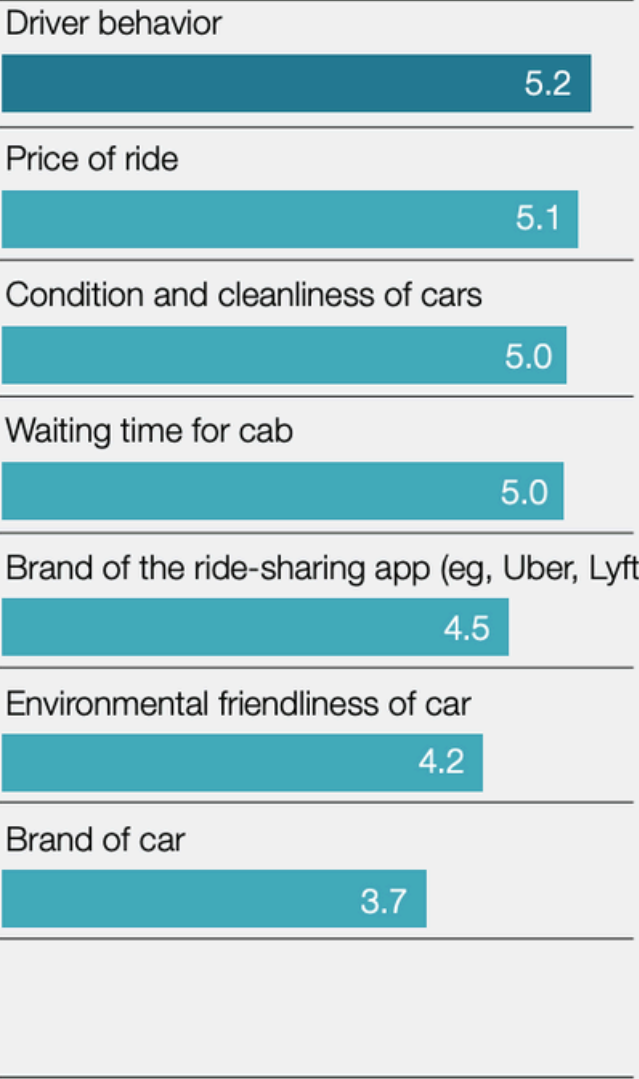
Exhibit 2

Ease of use and low prices are top reasons for uptake in ride hailing; driver behavior is critical to affecting choice of service.

Key reasons for using ride-hailing services,
% of respondents



Factors affecting choice of ride-hailing service,
% of respondents



DEFINE CAMPAIGN GOALS

Increase awareness:

Increase awareness of Waymo's role of creating safer roads by 15% within six months

Boost Engagement:

Increase nightlife bookings by 20% after partnering with clubs in major cities

Reduce Drunk Driving:

Sponsor large sporting events and concerts to advertise messages to reduce drunk driving by 10%

CORE MESSAGE & SLOGAN

"Celebrations Should End with Memories, Not Regrets."



Go Wild With Waymo

OUTLINE CREATIVE DIRECTION



Tone: Bold, Fun, Responsible

Purpose of message: balances nightlife with the importance of safety.

Digital Marketing

Target:

- Nightlife enthusiasts
- Gen Z & Millennials
- People celebrating/having a good time

Channels:

- Display ads
- In-venue ads
- Spotify
- Hulu/YouTube
- Social media

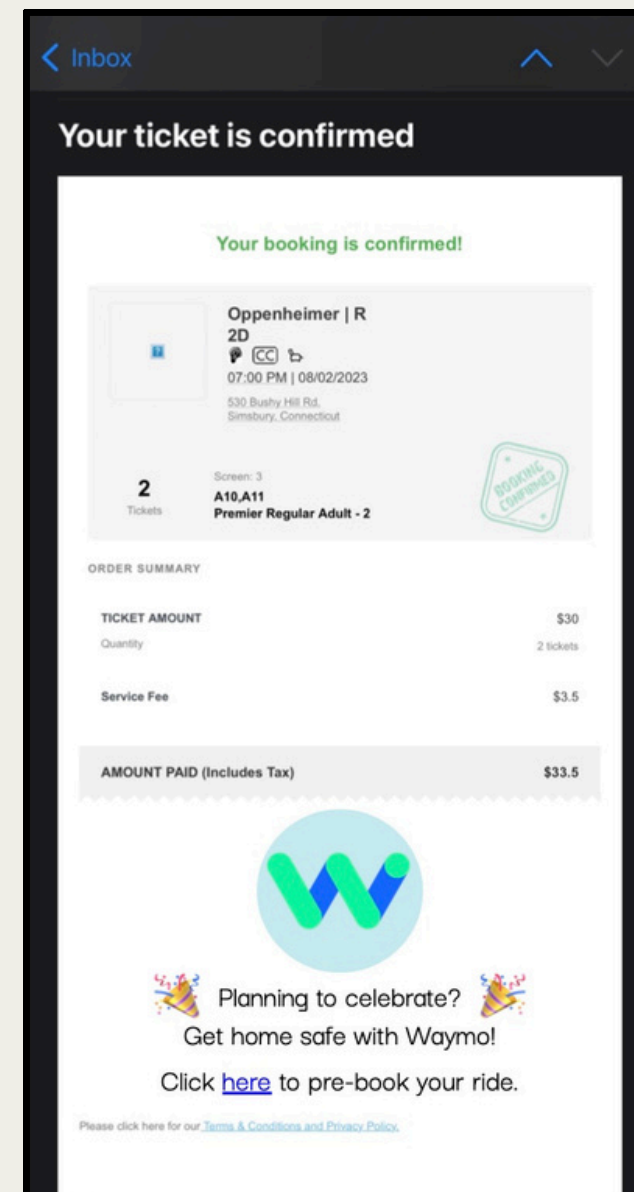
#gowildwithwaymo

#waymoadventure

#ridewithwaymo



come join sally's
bday party!



Direct Marketing

Target:

- Existing users
- Potential GenZ users

Channels:

- E-mail
- In-person events



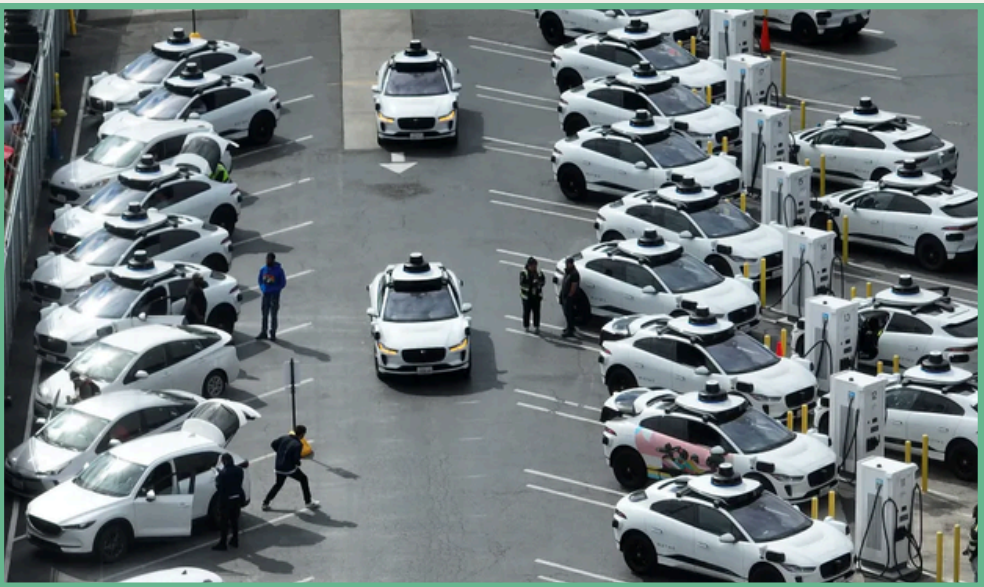
Sponsorships

Target:

- Music/sports enthusiasts

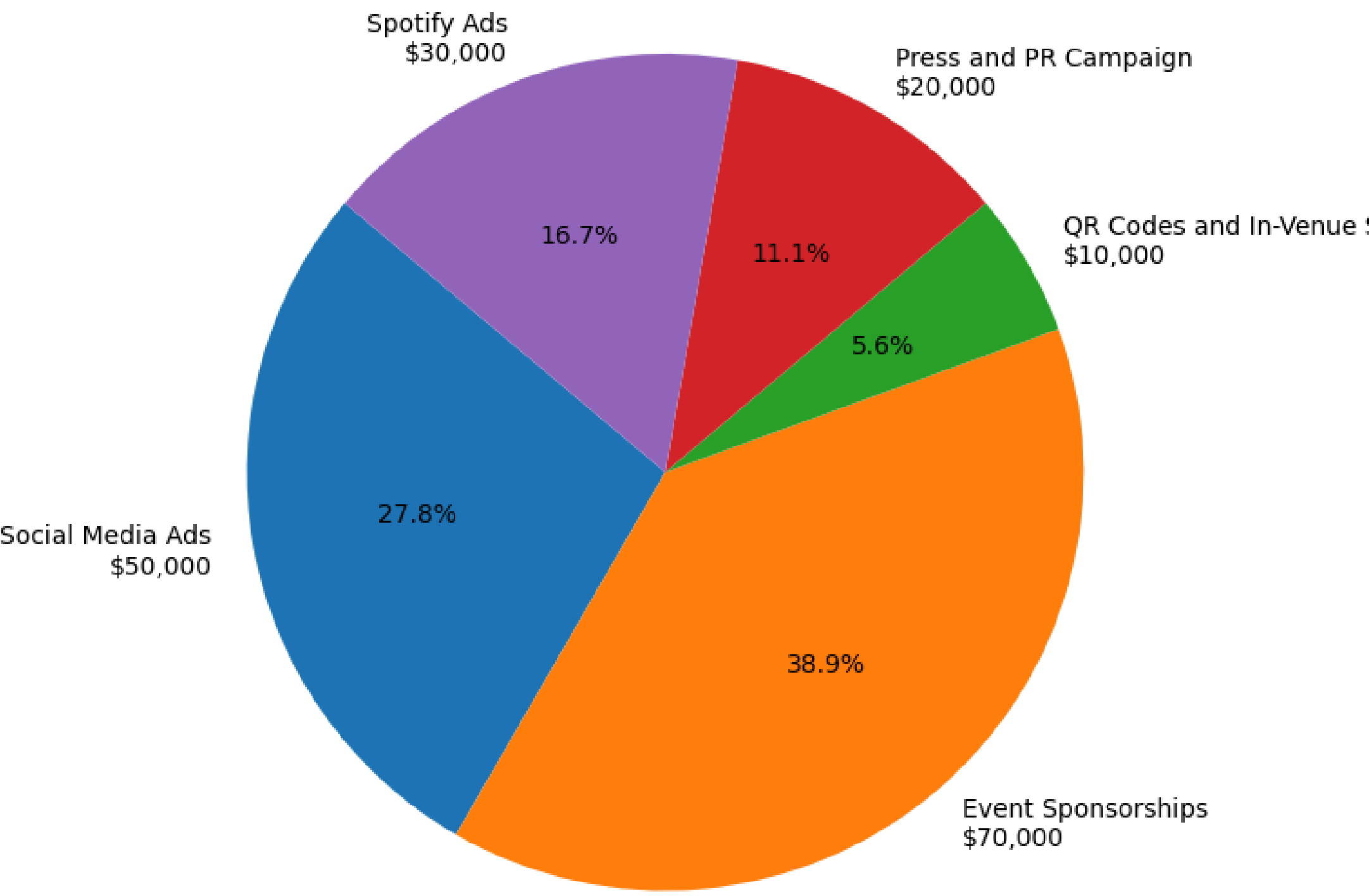
Channels:

- In-person events



DEVELOP MEDIA BUDGET

Estimated Budget Allocation



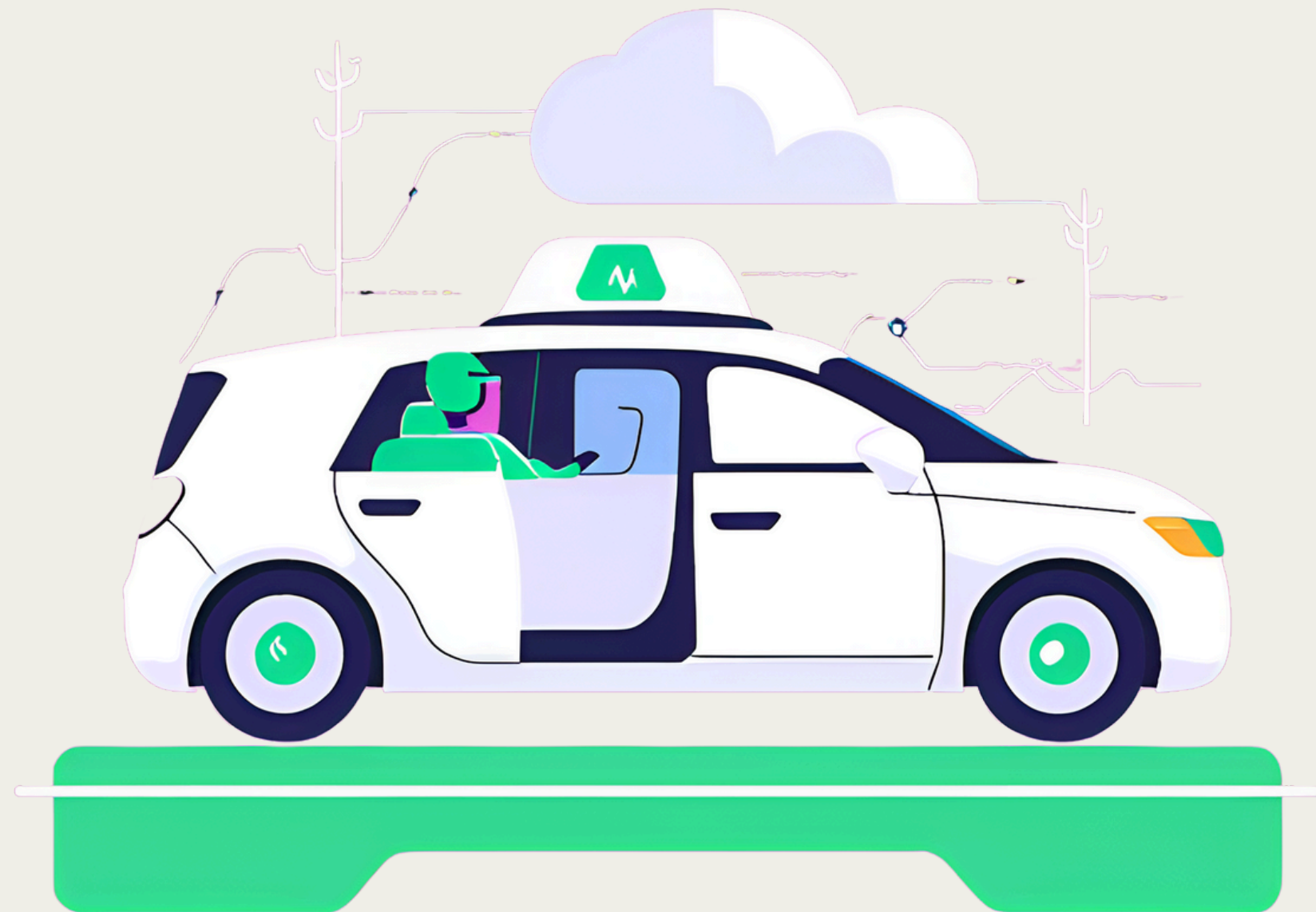
DRAFT PRESS RELEASE

Headline:

Waymo launches
#GOWILDWITHWAYMO to
promote safer celebrations
and reduce drunk driving.

In partnership with local
communities, Waymo
announces an exciting
campaign to reduce drunk
driving. Using innovative
autonomous technology,
Waymo ensures party-goers a
safe ride home every time.

Representative Quote: "Waymo is here to make every night
out memorable for the right reasons. Safety is our driving
force."



IMPACT METRICS

QR Code Engagement

Create QR code that can be found at clubs and concerts in major cities that can be later tracked to measure engagement

Hashtag Performance

Posts, reach, and impressions of **#GoWildWithWaymo** on apps such as Instagram, Facebook, and Tik Tok.



Safety Impact

Tracking the numbers of due incidents before and after the more frequent use of Waymo and looking at the difference between the numbers

Booking Increase

Tracking the booking ride increase after periods of campaigns and advertisements

Thank you!

ANY QUESTIONS