



content - experiential
March 28, 2019



Love



Laugh



Lyft

THE CONCEPT

Love-Laugh-Lyft is a digital content series and experiential program that reminds its audience that life is made up of a million moments. How we recognize these moments, how we choose to celebrate them, and how we might lift others up when the moment calls for it defines our character, defines Lyft. By putting a spotlight on these everyday but unforgettable moments, Lyft will further cement its reputation as a company of character that recognizes that it's not about the ride, it's about the journey. **Love-Laugh-Lyft** will seek out stories that inspire, entertain, and represent the core values and personality of Lyft and its community of riders.



THE RESEARCH

Lyft encourages its drivers to connect with their passengers in a meaningful way. This story-sharing approach is what helps Lyft, set itself apart from its competition.

When companies are transparent about the values that are important to them, they build a greater sense of community in their audience. FOMO (Fear Of Missing Out) drives millennials' experiential appetite: Nearly 7 in 10 (69%) millennials experience FOMO. In a world where life experiences are broadcasted across social media, the fear of missing out drives millennials to show up, share and engage.

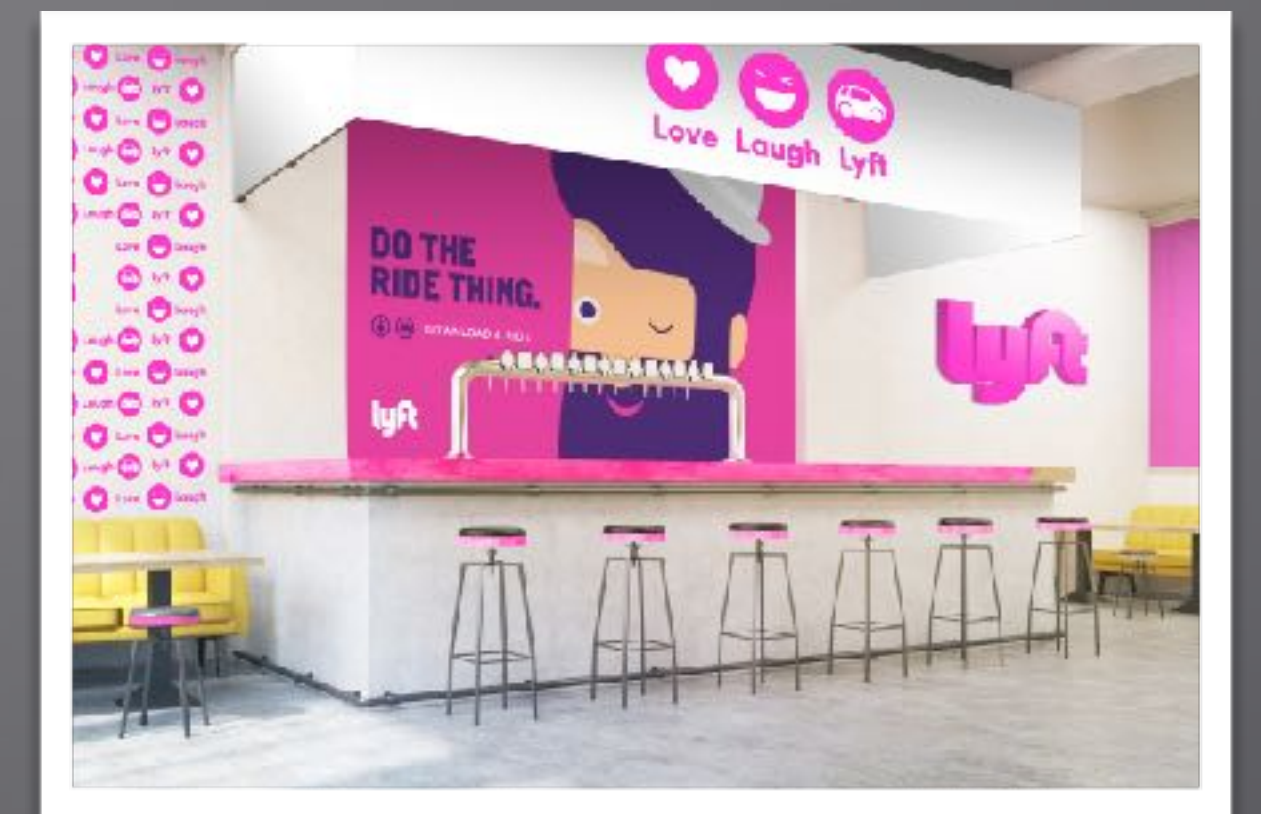
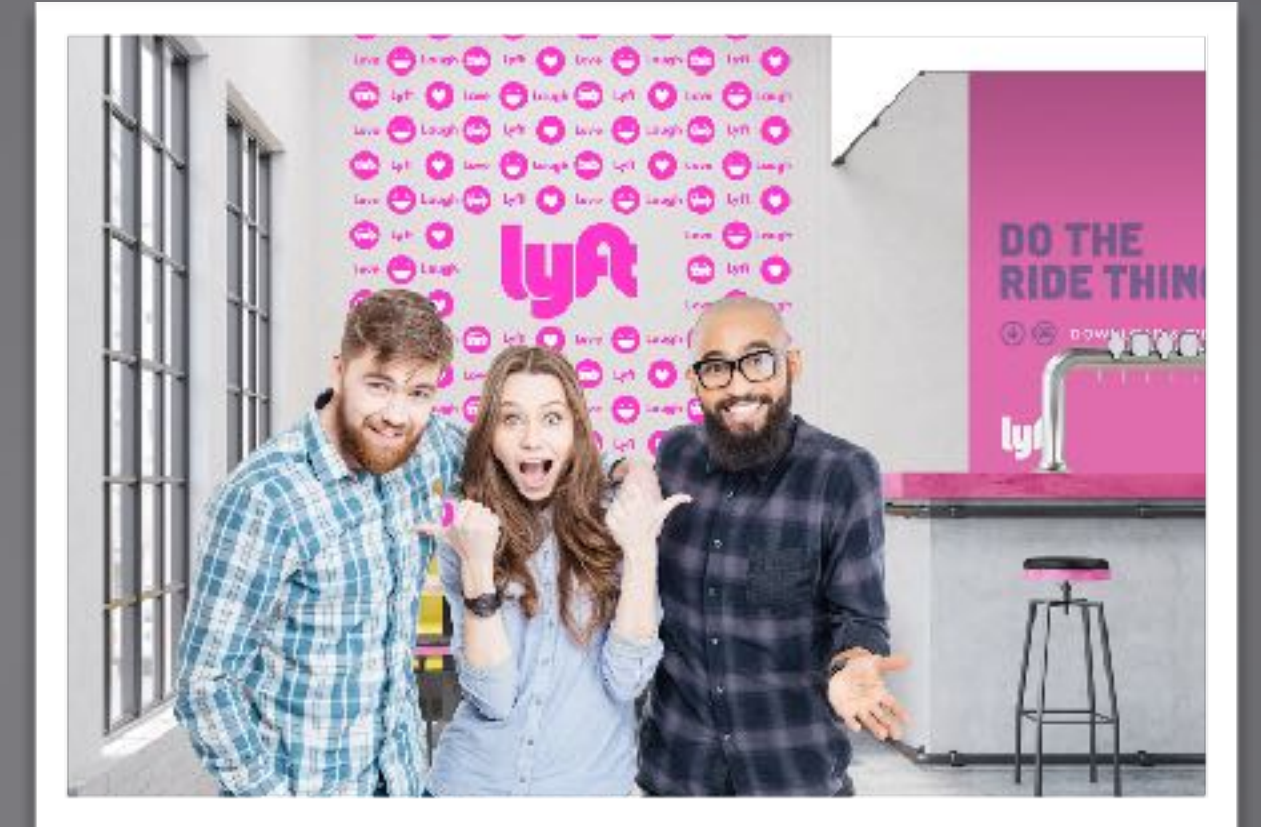


THE DETAILS

Within an aggressive social media campaign, Lyft will ask riders to submit their stories through a dedicated Love-Laugh-Lyft microsite. The Go West Creative & Lyft team will collaborate in looking through submissions to find compelling stories, big and small, to showcase within the series. Selected customers will be asked to report to a customized Lyft pop-up store called **STORYHQ**. Guests will be welcomed to STORYHQ with a lively atmosphere of music, food, and drinks. Producers will greet these Lyft fans, begin to capture content, and help the customer prepare to reveal their unforgettable moment to an engaging Lyft driver.

After hanging out at **STORYHQ**. for a few minutes, the group will step into a custom wrapped Love-Laugh-Lyft car equipped with pre-mounted cameras. As the driver takes the customer through the city, he/she will interview the customer to capture their story on film.

When the journey is over, the entire experience (from the moment the customer arrives at **STORYHQ**. to the time they're dropped off at their location) will be edited into an entertaining 2:00 episode.



THE REAL MOMENTS

The moments to be shared on **Love-Laugh-Lyft** are genuine, real stories from actual Lyft customers. Content will be captured and not created, then shared on a branded micro-site and across Lyft's social media platforms. Customers will be shown without rehearsal or coaching. The audience will see the selected guests of the series in their natural state of joy, vulnerability, sadness, or happiness. The interviewers will be real Lyft drivers and not actors. They will be coached to help the riders feel comfortable as they share their story. A producer will also be in the car to ensure stories are recorded to fit within the series format.



THE STORIES

No customer story is too small or insignificant. Stories can include:

- Messages Of Hope
- Celebrating Individuality
- My College Roommate
- My Last First Date
- Last Night's Dream
- An Act Of Kindness
- The Returned Lost Wallet
- My Art - Passion For Creativity
- My Love for Ice Cream
- The Funniest Thing I Ever Did
- My First Job - lesson learned
- Weird Is The New Normal



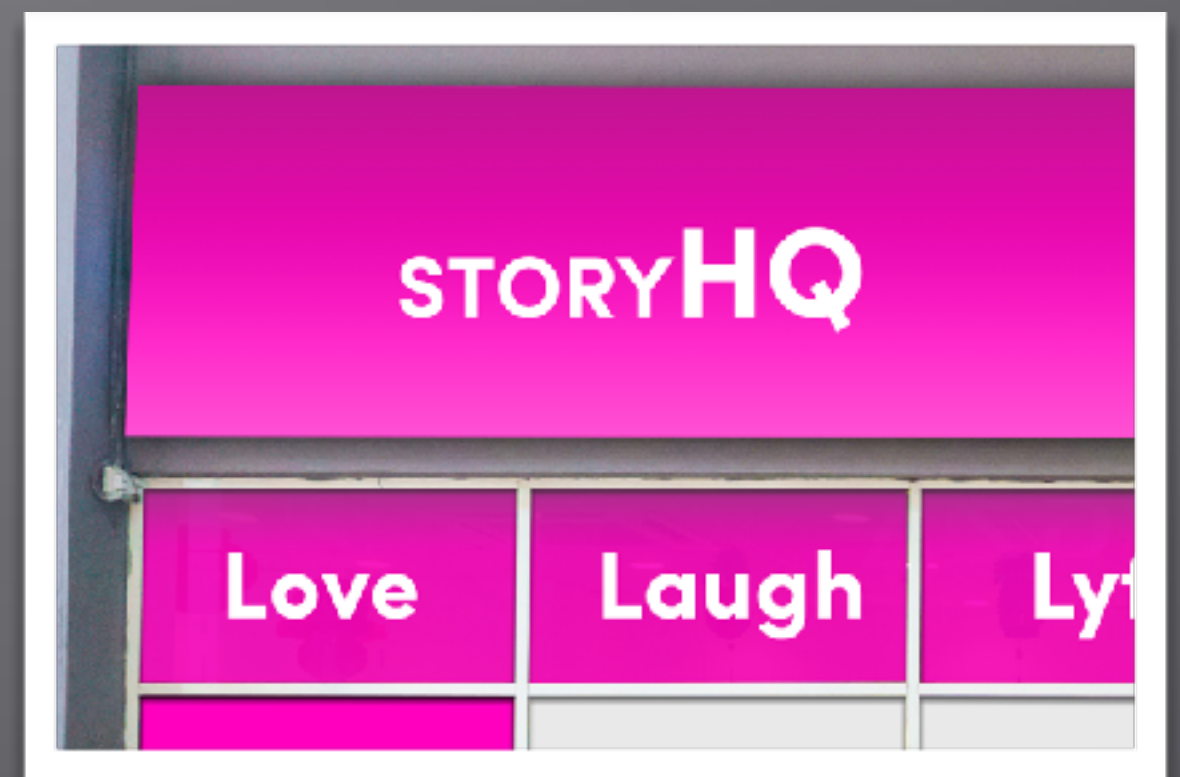
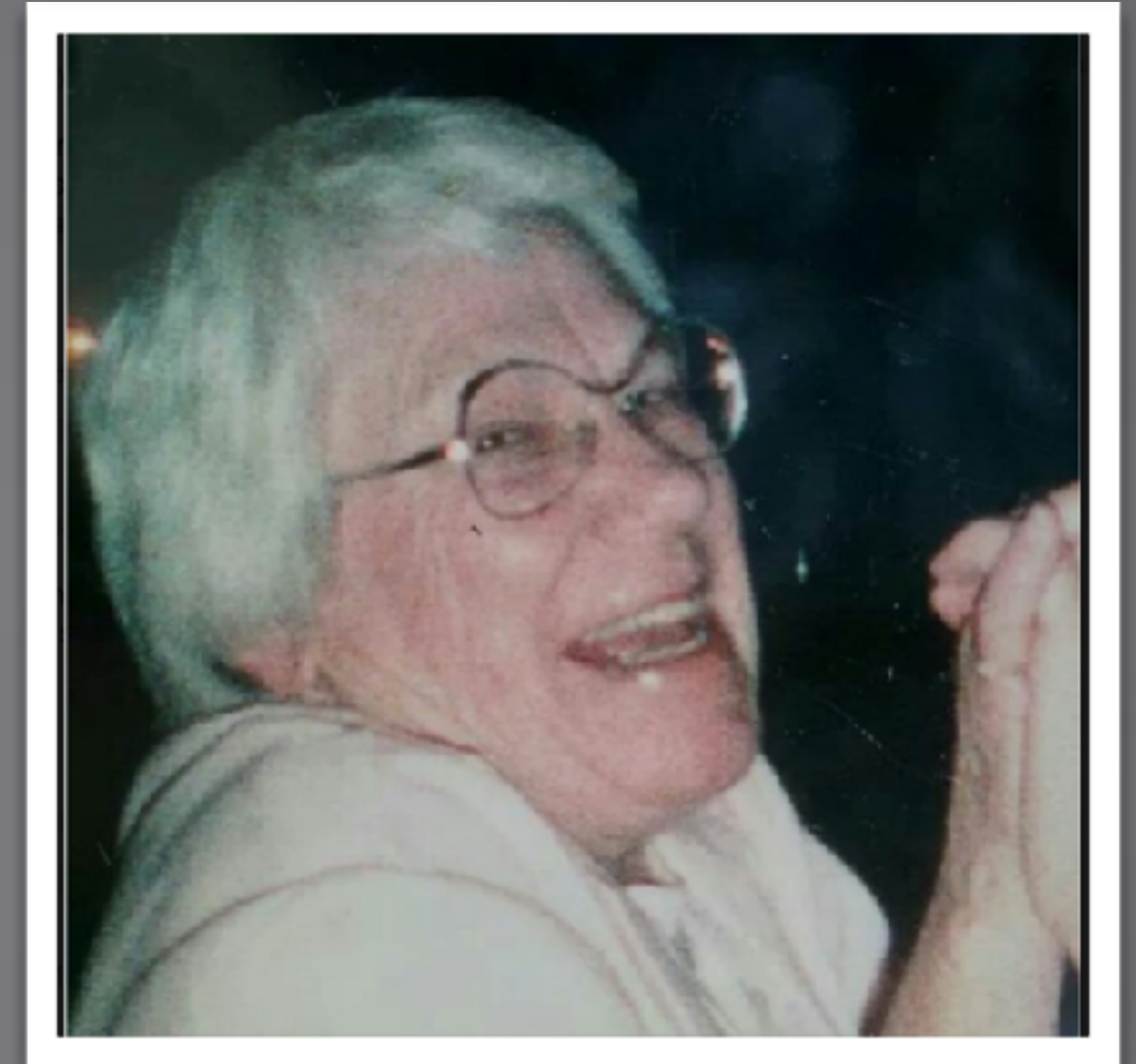
THE STORY EXAMPLE “MY GRANDMA”- 2:00

My Grandma was an unbelievable force. She took her responsibility of being the family matriarch very seriously. She also knew how important her role was in keeping everyone happy, entertained, and making them laugh. She sang, hosted parties, and bowled well into her 90's.

As for me, I always enjoyed making people laugh, and often wondered if I got my sense of silliness from my Grandma. My uncle told me one day that I was exactly like my grandma, which was the nicest thing anyone had ever said to me. When she died, the whole family was by her bedside. Of course, there were many tears, but I recall just as many laughs.

I'll never forget her funeral, as I approached the casket, I was crying. Then I saw in her hand was... her bowling ball, glove and all, in the casket, and I couldn't help but laugh. My uncle approached me soon after and said... Now it's your job, put a smile on the face of everyone you meet and make people laugh. Don't be ordinary, be extraordinary.

It's a moment that I'll never forget. One that inspired me to do stand up comedy and go through Second City. I never made a living in making people laugh, but I do like to think I bring well-needed humor into my work. In fact, a job recruiter once asked me about my management style. I said I lead with laughter, my Grandmas taught me that.



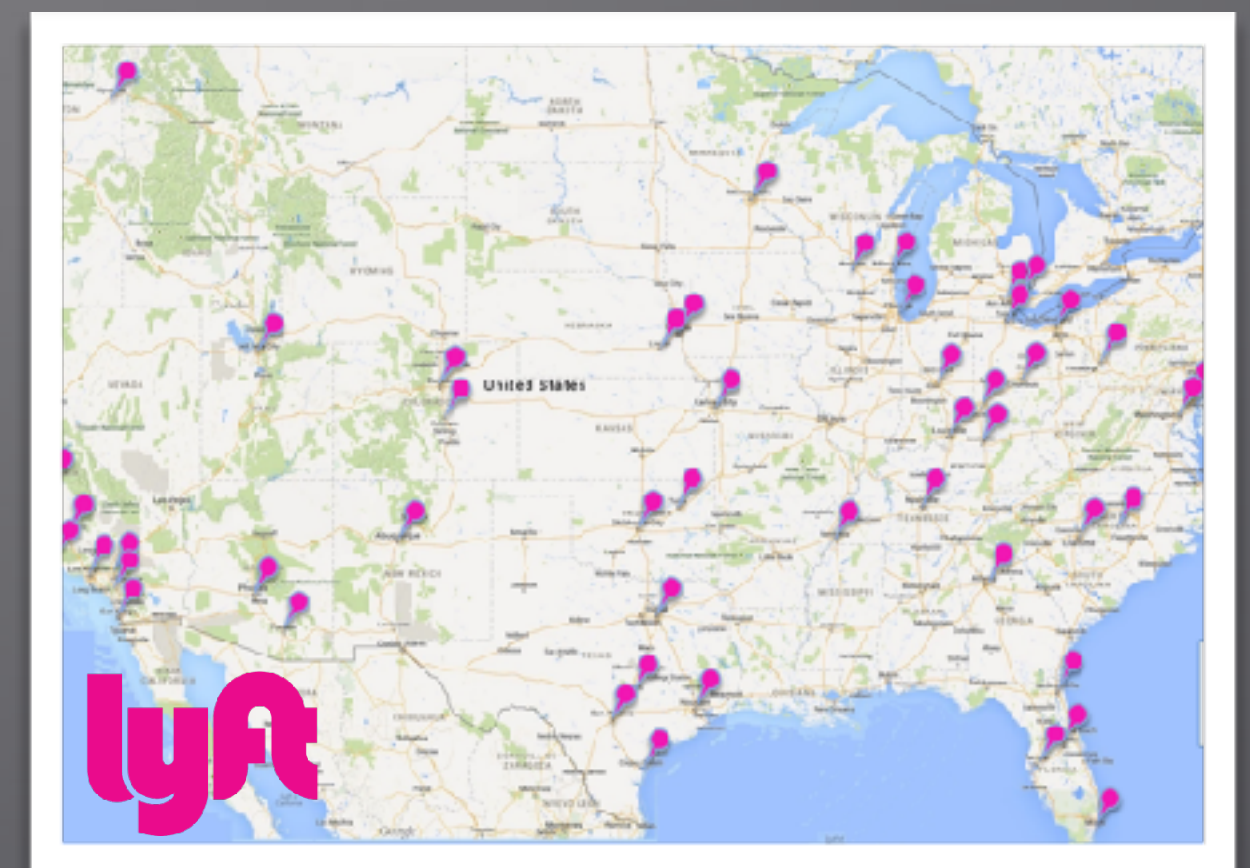
THE LOCATION

The first **STORYHQ** will be built in the heart of music city - Nashville, TN. Known the world over as music city, the Broadway strip is a top destination for travelers looking to enjoy great live music and an emerging food scene. Nashville has a vibrant downtown community filled with great characters with wonderful stories to be told. Nearly 14.5 million people visited Nashville last year, and a good number of them were bachelorettes. There's no doubt that Nashville is the city of choice for women across the country and beyond to celebrate an upcoming wedding.



THE FUTURE

We believe **Love-Laugh-Lyft** can be a completely scalable holistic campaign. The experiential arm of the program can easily be replicated in cities across the country which will result in a healthy amount of well-produced content to fuel an extensive social media buy. Other expansions of the campaign can be realized through additions to the Lyft mobile app and its rewards program. Finally, the campaign and its emphasis on strong values and character could play a role in community outreach and Lyft's charitable efforts.



THANK YOU

LET'S CONTINUE THE
CONVERSATION.