

Todd Vaughan — Paid Facebook Uber Ads Assignment

Assignment Overview

Create two paid Facebook ad mockups for Uber, Urban Outfitters, or Absolut Vodka. Each ad must follow the brand's style guide, showcase a diverse audience, and use CC0 images.

Additionally, these ads needed to be set up as an A/B test and were required to have the same copy but different images.

This was a school assignment from my Social Media Campaign, Research, and Engagement course at Arizona State University.

Ad Format Requirements

- Primary text / (aka text / message) - 125 characters
- Link Headline (aka headline) - 40 characters
- Description (aka link description) - 30 characters
- Display link or Link caption
- CTA (choose from Facebook's pre-built options for an image ad)

The character counts needed to be exact or no more than 5 less (including spaces).

My Approach

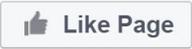
According to its [brand style guide](#), Uber likes copy that is direct and has heart. Uber encourages you to ask questions like: "Does it focus on solutions over problems?" and "If the audience is being asked to act, is that action and how to take it clear?" The style guide also specifies NOT to use adverbs, which was challenging.

Ultimately, I decided on simple, straightforward copy that encourages people to sign up as a rider. The ads show the viewer that Uber will give you one less thing to worry about, allowing you to have the best time possible.

Ad A

I wanted to show that you can drink and have as much fun as you want at a party because you can count on Uber to get you home safely.

**Uber**
Sponsored



We'll handle the drive home so you can focus on making memories. Sign up as a rider and save 50% on your first four rides.



Sign Up Now Using Promo Code: NEWRIDER50
Start riding with Uber today.

RIDERS.UBER.COM

Sign Up

  91 101 Comments 57 Shares

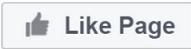
 **Like**  **Comment**  **Share**

Figure 1 - Ad A

Ad B

This ad also focuses on Uber getting you home safely. After dancing or standing up for hours at a show, you probably won't feel like driving back home. Thankfully, Uber will be there to handle the driving for you. People often drink at concerts too, so this can also highlight the same idea as Ad A.

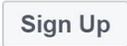
**Uber**
Sponsored



We'll handle the drive home so you can focus on making memories. Sign up as a rider and save 50% on your first four rides.



Sign Up Now Using Promo Code: NEWRIDER50
Start riding with Uber today.

RIDERS.UBER.COM 

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 Like  Comment  Share

Figure 2 - Ad B