Getting started with vouchers

Brand Guidelines

Uber for Business

Be clear about what the user is going to receive

Usage of "free"

Do not use the word "free" to characterize the benefit unless the entire cost of the ride is covered by the voucher (full coverage not available for meals)

Communicate restrictions

If there are any time or distance limitations make sure you disclose those up front in the marketing of the voucher - it is essential to communicate this clearly to users

Cost coverage

If the voucher only covers a portion of the ride or meal, make sure you are clear what that portion is and that the user will have to pay for any remaining cost

Copy examples (rides)

Pick one to use in your copy, and alter the language to suit your needs.

Required Copy

- Amount of discount
- Number of rides per person
- Arrival, departure, or roundtrip
- Voucher code link
- Add specific address, dates, and times in copy or Terms.
- "**Uber trip**" or "**ride with Uber**"

Up to $[#] off each of [x] rides

Covering one-way

Get $15 dollars off

Enjoy $15 off your ride home with Uber from the bar tonight. Use voucher code https://r.uber.com/xyz. Terms & fees apply.*

Covering both to and from a venue

$5 off your rides both ways

Receive $5 off of 2 Uber trips to and from select stores using voucher code https://r.uber.com/xyz. Voucher expires Friday at midnight. See terms & fees for details.*

Purchase required for voucher

Purchase today & ride

Buy tickets today for the big game and receive up to $5 off your ride to the stadium on game-day with Uber. Purchase required to receive voucher link. Terms & fees apply.*

category

Full cost of ride[s] covered

Covering full cost of a ride one-way

1 free ride with Uber

Get a free ride with Uber in Atlanta using voucher code https://r.uber.com/xyz. Expires December 31, 2018 at 11:59pm PT. Terms & fees apply.*

Covering full cost of a round trip ride

Get there on us

We're covering your Uber trips to and from tonight's event. Use voucher code https://r.uber.com/xyz and request your rides between 3pm and midnight. Set the pickup or dropoff location to our venue. See terms & fees for details.*

Purchase required for voucher

Free ride on us

We'll pick up the tab on your ride home with Uber today after dinner. Purchase required to receive voucher link. Terms & fees apply.*

Copy examples (Uber Eats)

Pick one to use in your copy, and alter the language to suit your needs.

(i) Required Copy

- ❏ Amount of discount
- ❏ Number of meals per person
- ❏ Voucher code link
- ❏ Add specific address, dates, and times to copy and required Terms
- ❏ "**Uber Eats**" or "**Uber Eats orders**" or "**meals**"

category

Up to $[#] off each of [x] meals
Up to [#]% off each of [x] meals

Covering a dollar amount or percentage of a meal (or meals)

Get $15 dollars off

Enjoy $15 off your meal with Uber Eats. Use voucher code https://e.uber.com/xyz. Terms & fees apply.*

Up to 20% off (up to $[Max]) your meal

Receive 20% off (up to $[Max]) two Uber Eats orders using voucher code https://e.uber.com/xyz. Voucher expires Friday at midnight. See terms & fees for details.*

Purchase required for voucher

Purchase today & order a meal

Buy tickets today for our virtual conference and receive up to $10 off an Uber Eats order. Purchase required to receive voucher link. Terms & fees apply.*

category

Credit per [time period], or until expired

Credit until expired

$50 off with Uber Eats

Get $50 with Uber Eats using voucher code https://e.uber.com/xyz. Expires December 31, 2020 at 11:59pm PT. Terms & fees apply.*

Credit per day

$25 off your Uber Eats order today

We'll cover $25 off of any orders with Uber Eats today. Expires December 31, 2020 at 11:59pm PT. Terms & fees apply.*

Terms must be included

Terms must be included with distribution of voucher link

*Limited Availability. No cash value. One-time use only. Maximum discount of $[#] per redemption. Maximum of [#] trips/orders per account. To redeem discount, Uber Voucher code [INSERT LINK] must be applied to Payment section of the Uber App or Uber Eats App prior to requesting the intended [trip/order]. Uber Voucher valid [DATE], [TIME], through [DATE], [TIME] [or, if applicable: Uber Voucher valid between [TIME] and [TIME] on [DATE]]. Uber Voucher expires [DATE] at [TIME]. Uber Voucher is only valid for rides requested/orders placed using applicable Uber App. Taxes and other fees will be covered provided that the value of the Uber Voucher is greater than the total order amount. Offer is non-transferable, subject to change or cancellation. Issues involving redemption and/or use of the Uber Voucher code should be directed to [YOUR COMPANY NAME] at [INSERT YOUR COMPANY CONTACT INFO].

Add the following language to the beginning of this paragraph when sending unique codes

Limited to one code per person. Can only be used by the first person who redeems the code. Non-transferrable.

View Vouchers terms & conditions

Usage Restrictions

No vouchers may be used to arrange and pay for, or advertise the use of, rides, meals, bike or scooter trips, transit, or other activities on the Uber platform as part of the following:

- **Illegal products, services, activities**, including but not limited to distribution of rides or meals targeted to minors, promotion of products, services, or content that is inappropriate, illegal, or unsafe, or that exploits, misleads, or exerts undue pressure on the age groups targeted or encourages or promotes unlawful, terrorist or criminal activity.

- **Events hosted or attended by hateful, dangerous, and/or discriminatory organizations** that promote or encourage hate, violence, or harassment towards others and/or oneself based on race or ethnic origin, religion, disability, gender, age, nationality, veteran status, sexual orientation, or gender identity/expression.

- **Discriminatory practices/hate speech** against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, gender expression, family status, disability, medical or genetic condition.

- **Sexually explicit/adult content,** including nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.

- **Controversial/disruptive content** including the promotion of profane, sensational, intentionally controversial, or disruptive content, or activities.

- **The use, transport, or sale of illegal drugs,** including off label prescription drugs, tobacco products and/or related paraphernalia to minors.

- **The use, transport, or sale of illegal weapons, ammunition, or explosives,** including businesses and/or events promoting weapon modification accessories.