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An Analysis of the Persuasion by Uber Eats

The business conglomerate Uber started with transportation, added food delivery service and grew from restaurant delivery to delivering any local item that can be ordered online. In 2022 the Uber Eats subsidiary released a series of ads meant to market the fact that the company has gone from delivering restaurant food to retail, alcohol, convenience goods – all kinds of commerce. It primarily featured on the Super Bowl big screen but now is frequently displayed around billboards and is an interruption on popular streaming services such as YouTube and Tubi. The ads' content and their effect on their audience were well-timed for their introduction during a global pandemic. This company or "source" uses several social psychological phenomena to persuade its audience to use its services.

In a visual map of the source, one can see celebrities like Trevor Noah, Gwyneth Paltrow, and Jennifer Coolidge taking bites of non-edible items because they came in an Uber Eats bag. They may be trying to demonstrate that, due to classical conditioning, they have associated said bag with "delicious" food. However, now they are feigning confusion about what they can eat since Uber Eats has started to deliver non-food items. People have disapproved of the content because it insults the audience's comedic intelligence. However, the material is attractive, with celebrities who are conventionally good-looking, successful people wearing nice clothes in

beautiful homes with modern décor. The source can also be assumed credible because the company is associated with travel and convenience.

Conveyed via Peripheral or Heuristic Route of Persuasion

Uber Eats presents the persuasive source with cues associated with the context, not content. With facts in the foreground, the source focuses on humour and glamour to persuade the young demographic who are most likely to order food and groceries online. Relevant factors such as delivery times and costs, availability, and environmental impact are not addressed. They rely on the attractive presenter and their offbeat actions to make their brand stick in their targets' minds.

Mere Exposure

The empire of businesses that promote laziness is so competitive with big leagues like Amazon and Alibaba Express that Uber Eats has chosen to make multiple versions of the same ad. The source is presented continuously, concentrating on the mere exposure of the ad to convince the customer of its reputation and trustworthiness.

Cognitive Dissonance Theory

The advertisement demonstrates Cognitive Dissonance. Think of the rule "any publicity is good publicity." With questionable representation and some problematic wording, we cannot

help but remember it for its eccentricities. Placing the brand's name will bring it to mind when people need groceries and do not want to or cannot leave the house.

Robert Cialdini

Based on prominent social psychologist Robert Cialdini's six principles of persuasion, the one that is apparent in these ads is Friendship/Liking, as the celebrities try to make their targets laugh but do so in a condescending manner. That is why this ad has room for improvement.

The audience has little chance as there is no forewarning, reactance or inoculation. Their audiences range from late adolescents and early adults, who have not gained the experience required to resist such an advertisement promoting more time to do nothing and stay home. They are promised not to have to leave the house for food or shampoo.

Criticisms and suggestions

Advertisers are also cautious not to alienate consumers and other stakeholders. Furthermore, sources now focus on equal representation and inclusivity in their advertisement. (cite) They are missing one main criterion. Humanity has changed drastically over the past three years, and human mental health is at an all-time low. People have been forced to stay at home, unable to visit family and have not been encouraged to travel and broaden their cultural horizons. UberEats missed an opportunity to show regular people having a good time together, and because no one wants to leave a pleasant time, they order more ketchup, plates and straws for

their barbeque from UberEats. They also ignore the cabin fever people currently have and want to leave their homes. The fact that they cannot go to Italy is sad, but at least they can order a beverage with real Italian lemons.

Instead of throwing an unrealistic scenario (celebrities eating paper) at us, they could have shown us all the local stores profiting from these endeavours and all the productive things we can do with the time we save, like spending time with family, studying something new or learning to play a sport or instrument.





References

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