

## Marketing Content Package

### Quick Links:

- [Marketing Handbook](#)
  - [PR/Media Guide](#)
  - [Website Content](#)
  - [Email Content](#)
  - [Social Media Content](#)
- 

## Marketing Handbook

This section outlines marketing strategies and activations that Cartken or Grubhub has previously utilized to promote robot delivery in university campus settings.

1. [Engagement](#): capturing the attention and interaction of potential customers or the general public with our service.
2. [Awareness](#): educate potential customers or the general public about robot delivery.
3. [Acquisition](#): attracting and gaining new customers over time.
4. [Retention](#): maintain the satisfaction of existing customers and nurture ongoing relationships to prevent customer churn.
5. [Loyalty](#): reward and incentivize existing customers, fostering strong relationships and encouraging repeat purchases.
6. [Win back customers](#): This stage targets inactive or disengaged customers (those who haven't ordered in the past month) with the aim of re-engaging them.

Cartken robots can participate in campus events by:

- With the robot's presence.
- Giving away items to people.
- Asking people to scan a QR code and giving something in return for doing so.
- By bringing a sports or music item, or microphone. In general by bringing items.
- Showcasing technology.
- Dancing or moving around.

## Engagement

- Incorporate robots into planned activities happening on campus, such as:
  - Welcome Week events
  - Catering events (Conferences, meetings, campus picnics)
  - Dining tablings

- Concessions ( Snack food stands at sporting events)
- Game day tickets sales or raffles.
- Student groups events (club meetings, Greek Life events, etc.)
- University events (Campus days, Concerts, tours, etc.)
- Classes & be presented by teachers.
- Orientations.
- Give a name, personality and costume to one special robot at the campus.
- Campus Tours
  - Robot meet and greet with incoming freshmen
  - Have a robot join tours or orientation sessions
  - Train tour guides with talking points about robot delivery
- A student adopts a robots
  - A student or campus organization participates in a raffle to adopt a robot as its mascot which follows him/her around the university for x hours
- Stuff a robot to contribute social and environmental causes
  - Example: Non-perishable items for a local food pantry
- Have a conversation in class or onsite conference about Cartken robots
  - Advances in robotic technologies in different environments such as mobility and transportation, advertising and delivery.
  - Entrepreneurship
  - Sustainability
  - AI and robotics
- Contest to dress up the robots
- Table events that have carnival like activities

## Awareness

- Create a webpage on the university website that has all of the information about robot delivery at your campus
- Fill the university with marketing collateral that explains thoroughly how to download and affiliate on the Grubhub and how to use robot delivery.
  - Stickers on the floor of residence halls, restaurants, dining, etc.
  - Distribute information during the first weeks of class
  - Distribute flyers in dorms, academic buildings, restaurants regular orders
  - Flyers on dining tables and signage
  - Signage in restaurants that have Cartken robots
  - Send email to all staff and students
  - Newsletters

- Robots presence in restaurants
  - Robots presence in restaurants that are available for delivery with a QR code in their flag for people to access an interactive web page that explains how to use them and download Grubhub.
- Social media posts/stories/reels explaining how to register on Grubhub and how to choose delivery.
  - Video of how to order
  - Videos around campus
  - Student testimonials
  - Behind the scenes of robot delivery
  - Create an account for the robots
- Welcome Day/Week activities participation
  - Tabling event with the robot
  - Post flyers around campus with information about robot delivery
- Demo Days
  - Show students how the robots work
- Move in day activities
  - Robots welcoming students in lobbies
  - Create a flier for the dorms with information about robot delivery
- Partnerships and collaborations
  - With student organizations, campus clubs or academic departments to co-host events or run promotional campaigns with their names.
- Run contests or giveaways on social media
  - Tagging others, sharing stories, to incentivize app downloads and increase brand awareness.
  - Free treats or promo code in exchange for any action
    - Such as taking a picture with a robot, sharing a post, etc.
- Collaborate with university welcome committees or orientation programs to distribute welcome packages to incoming students.

## Acquisition

- Promotional Discounts
  - Get your first order delivery for free
  - Mystery discounts:
    - Offer mystery discounts or surprise gifts to first time customers
    - Customers can spin a wheel at a tabling event for a promo code
  - Discount at a specific robot shop
  - General robot delivery promo code
  - Limited time offers (generate urgency)
  - Day of the week offer
- Referral program
  - Top users will have a coupon code and share it with friends, the more he shares the more he wins.
- Tabling events

- Reward who makes an order there
- Customers can spin a wheel at a tabling event for a promo code
- Provide information about how to order robot delivery
- Randomly put "surprise and delight" gifts in orders
- Golden ticket-type of giveaway in random robot orders
- Order to support a social cause

## Retention

- Thank you notes in orders
- Giveaway or contest for a discount on their next order
- Stickers of robots with all orders
- Special menu or shop for a specific period of time
- Create a survival kit for \_\_\_\_ (welcome week, dead week, midterms, finals, etc.)

## Loyalty

- Spend more, save more.
- Referral program for students
- Loyalty program for robot delivery
  - By spending \$xx you will get free delivery
  - After you order x times you get a free item (send countdown)
  - Top X users get merch or a prize
    - Within a specific period of time

## Win back customers

- Feedback from users through surveys
- Special offer to bring a user back

## Others

- Identify student groups, associations, sports leaders to negotiate with them for their team to become ambassadors.
- Stories in the Student Newspaper or other campus publications
- Record a commercial and distribute it all around campus.
- Campus ambassador program
- Give subscriptions and merch in exchange for social media publications, bringing people to events and sharing promotional materials + their experience.

## PR/Media Guide

### Media Outreach and Interviews

- Pre-Launch statement
  - Media may contact the campus when the robots start mapping and will ask for details and to set-up interviews. At this stage, it is best to provide a simple statement similar to this: "We can confirm that Cartken robots are conducting testing on [insert campus] but have no additional details to share at this time."
- Launch
  - Media will request to visit campus to see the robots in action. We recommend doing one-on-one interviews rather than a large media event to better facilitate the interviews.
  - Cartken and Grubhub should always be included in media inquiries that the university receives and vice versa, even if it's just for visibility.
  - A Cartken spokesperson (typically the campus launch manager) should always be present in case of any technical questions/issues
  - To request a Grubhub spokesperson, please email Jenna DeMarco, [jdemarco@grubhub.com](mailto:jdemarco@grubhub.com), who will assist with spokespeople asks.
- Partners
  - Have a list of key partners that could be available to talk to the media if needed. Examples include campus accessibility groups and dining or housing staff

### Materials Required

- Press Release Template (for reference only, please amend as needed to fit)
- Key messages/internal FAQ
  - Campus specific information
    - Launch date
    - # of robots
    - Areas of service & hours of operation
    - Restaurants/dining location names
    - Integration with student meal plan (if applicable)
    - Student quote/campus quote
- Visuals (photography & b-roll)
  - Include campus signage and/or something iconic to the campus
  - For wider shots, try to have people in the background so the campus looks active and busy

- Include steps of delivery (e.g., student opening robot, taking out food, locking robot)
- Take a selection of photos to have single and group robot shots or use video with a student utilizing the service

## Material Sign-Off Procedure

- The items noted above (media statements, press releases, messaging and visuals) will **need to be approved** by Grubhub and Cartken prior to distribution. Key contacts:
  - Olena Bondar, Cartken Marketing Manager, [olena@cartken.com](mailto:olena@cartken.com)
  - Jenna DeMarco, Grubhub Corporate Communications Manager: [jdemarco@grubhub.com](mailto:jdemarco@grubhub.com)

## Press Release Template

### **Cartken Launches Robot Delivery Service at (XXX)**

*Include interesting info about the service/campus or list participating restaurants/retail partners*

**CHICAGO and OAKLAND, Calif., (date)** —Grubhub and [Cartken](#) rolled out its robot food delivery service today on (campus). *[Add sentence here about something unique or interesting about the service and/or campus.]*

Cartken's robots navigate pavements, crosswalks and pedestrian paths within the campus area without human guidance. The robots use Cartken's artificial intelligence (AI) and camera-based navigation and mapping technology, which the company developed for small autonomous vehicles to safely operate around pedestrians. Human override remains an option if necessary – for instance when a path is blocked – guaranteeing reliable operation and minimizing delivery delays. Cartken's robots operate at up to three miles per hour on campus and handle various weather conditions, including rain and snow.

(Option for STUDENT QUOTE, Example: "I'm really excited for these robots! Having the ability to get breakfast delivered right to my door simply with my meal plan will be a lifesaver for early classes and long days," said (campus) student, (name).)



To get started, users open the Grubhub app, choose from a range of their favorite food or drink items, then select the location for their delivery to be sent. They can then watch as the robot makes its journey to them, via an interactive map. Once the robot arrives, they receive an alert, and can then meet and unlock it through the app. The delivery usually takes just a matter of minutes, depending on the menu items ordered and the distance the robot must travel. Each robot can carry up to 20 lbs – the equivalent of about three shopping bags of goods.

(QUOTE FROM Cartken)

This partnership grows Grubhub's delivery options on college campuses, providing additional opportunities for students to get their favorite meals while creating healthy relationships with technology developments that contribute to making day-to-day life on campus more efficient. Grubhub partners with more than 250 college campuses across the United States to give students the ability to integrate meal plans directly into their Grubhub account and access restaurants both on- and off-campus for delivery and pickup.

(QUOTE FROM UNIVERSITY EXECUTIVE)

++++

For more information on how administrators can bring this delivery experience to their campus, please visit [here](#).

### **About Grubhub**

Grubhub is part of [Just Eat Takeaway.com](#) (LSE: JET, AMS: TKWY), and is a leading U.S. food ordering and delivery marketplace. Dedicated to connecting diners with the food they love from their favorite local restaurants, Grubhub elevates food ordering through innovative restaurant technology, easy-to-use platforms and an improved delivery experience. Grubhub features more than 365,000 restaurant partners in over 4,000 U.S. cities.

### **About Cartken**

Cartken makes communities more connected by bridging the distance between customers and the local businesses they love. Our autonomous robot platform is designed to transport goods over short distances in malls, business parks and local neighborhoods. We use advanced autonomous technology, making our robots the safest and most reliable in the market today. Cartken's team of engineers and operators combine deep expertise in self-driving cars, AI-powered robotics and delivery operations.

###

## Website Content

### Overview

This section contains sample copy for promoting robot delivery on your website! We ask that the content provided in this document be utilized on your main Campus or Campus Dining website.

You will find suggested Headers and Subheaders for your campus to choose from for your web page. Additionally, three templates of body copy are included. Select and update the template that best suits your school and your mission. An FAQ sheet is also included at the bottom of the document with any questions a student or faculty member might have. This is a great resource to include for visitors to your website looking to learn about delivery robots and how the service functions.

--

### Approved Headers & Sub-headers

Choose one of the following for your robot delivery page based on your campus's preferences:

1. Robot Food Delivery, Now in the Grubhub App
  - a. Robots bring your favorite on-campus meals to you!
2. Robots delivering food?
  - a. The future of Dining is here with Grubhub!
3. Food from the future with robot delivery
  - a. Grubhub delivers for **[CAMPUS]** dining!
4. **[CAMPUS]** Dining by Robot?
  - a. Cartken delivery brings Grubhub to you, on-campus!
5. Robots deliver food to you!
  - a. Order **[CAMPUS]** Dining from the Grubhub App

### Body Copy

Below you will find suggested copy for your website. Please fill in the highlighted parts with copy relevant to your campus. Please also include hyperlink URLs where indicated.



## Option #1

Grubhub and [Cartken](#) have partnered with **[CAMPUS DINING]** to offer an autonomous robot delivery service! That's right, now you can have your favorite on-campus foods brought to you by robot!

Enjoy savory snacks, sweet treats, and hearty meals from all over the **[CAMPUS NAME]** campus without leaving the comfort of your favorite on-campus hangout spot! The robots provide safe, fast, and affordable delivery.

Ready to try the future of food delivery?

1. Download the Grubhub app.
2. Go to Account → Campus Dining.
3. Select **[University Name]** from the list and fill out the prompts
4. Go to the homepage and select Delivery
5. Set your on-campus location
6. Select one of the restaurants with the label "Offers robot delivery"

Plus, your **[CAMPUS CURRENCY, if applicable]** can be synced to Grubhub, so you can order from your favorite campus restaurants, like **[PARTICIPATING MERCHANTS]**.

## Option #2

**[CAMPUS DINING]** is proud to deliver with [Cartken](#) delivery robots, powered by Grubhub! We welcomed our six-wheeled friends in **[INSERT LAUNCH MONTH]** of **[YEAR]** and they have happily served your favorite on-campus restaurants ever since!

Cartken delivery robots are a safe, low-cost, and convenient way to satisfy your hunger without leaving your dorm, study spot, or campus hangout. Whether you're restocking your dorm room fridge or treating yourself to a delicious dinner, delivery robots make it easy to satisfy your cravings with the convenience of ordering from the Grubhub app.

Here's how to get started:

1. Download the Grubhub app.
2. Go to Account → Campus Dining.
3. Select **[University Name]** from the list and fill out the prompts
4. Go to the homepage and select Delivery
5. Set your on-campus location
6. Select one of the restaurants with the label "Offers robot delivery"



Plus, your **[CAMPUS CURRENCY, if applicable]** can be synced to Grubhub, so you can order from your favorite campus restaurants, like **[PARTICIPATING MERCHANTS]**.

## Option #3

Grubhub and [Cartken](#) have partnered with **[CAMPUS DINING]** to offer a futuristic delivery service! Our new friends can be seen rolling through campus with your favorite foods.

Since **[LAUNCH MONTH]** of **[LAUNCH YEAR]**, Cartken and Grubhub have provided physically-distanced, fast, and cost-effective deliveries to anyone on campus. No need to move from your dorm or class building, these self-driving robots bring delicious dishes to you!

Robots currently deliver from favorite on-campus restaurants like **[PARTICIPATING MERCHANTS]**.

Ready to experience the future of delivery?

1. Download the Grubhub app.
2. Go to Account → Campus Dining.
3. Select **[University Name]** from the list and fill out the prompts
4. Go to the homepage and select Delivery
5. Set your on-campus location
6. Select one of the restaurants with the label "Offers robot delivery"

Plus, your **[CAMPUS CURRENCY, if applicable]** can be synced to Grubhub, so you can order from your favorite campus restaurants, like **[PARTICIPATING MERCHANTS]**.

## Frequently Asked Questions (FAQ)

### How do robots know where they're going?

The robots know where to go because they operate in a pre-mapped area, which usually includes the pick-up, and drop-off locations, storage, and pedestrian-friendly routes (sidewalks, pathways, crossroads).

### How does the robot not hit things?

Each robot is equipped with obstacle sensors and cameras combined with state-of-the-art computer vision that allows the robot to avoid obstacles without a human in the loop. When a dynamic obstacle is detected while following a mapped route, the

robot will either try to navigate around the obstacle (if there is adequate room and time) or stop to avoid any chance of collision. The remote operator can take over control to find an alternative route.

## **How fast does it go?**

The robot can go up to 6 mph but normally travels at an average speed of 3 mph.

## **Does it travel on roads or sidewalks?**

The robots can travel anywhere a pedestrian can, including sidewalks, bike lanes, and even crosswalks.

## **Are they 100% Autonomous?**

By default, the robots navigate autonomously on the mapped areas but always remain under human-remote supervision. Remote operators manually control robots in unforeseen situations, and unmapped areas and confirm when a robot needs to cross an intersection (for now).

## **How much does the robot weigh?**

The empty robot's weight is 110 lbs [50kg].

## **How much can the robot carry?**

Robots can carry around 31 lbs [14 kg].

## **How do I know my food will still be warm when it gets to me?**

The robot's cargo bin is insulated to ensure that whether your food is hot or cold, it will be delivered at just the right temperature.

## **What is the delivery time?**

Just like other modes of delivery, this will depend on things like travel distance, order frequency, or the number of available transports. On average, the robots perform delivery in less than 30min.

## **How do you prevent theft?**

Robot lids are locked with a keypad and can only be unlocked with a secure code. It's difficult to steal a 110lbs fully loaded robot, but in the unlikely event of a theft, they're equipped with GPS and, therefore, fully trackable. They turn on a sound alarm if vandalism is detected.

## **What company made the robots?**

Cartken (<https://www.cartken.com/>).

## **How do you order robot delivery?**



Robot delivery is powered through Grubhub! To see what on-campus locations offer robot delivery, make sure you are connected to your campus in the Grubhub app. On the homepage, you will see that some restaurants have a label that says "Offers Robot Delivery."

**How do I connect to my campus in the Grubhub app?**

To connect to your campus, go to 'Account', then 'Campus Dining'. Select **[insert campus name]** from the menu and follow the prompts.

**How do you ensure sanitary deliveries?**

Field engineers sanitize robots every day before and after operations.

**Are they environmentally friendly?**

Yes. The robots are 100% electric.

## Email Content

### Overview

This section contains sample emails that we encourage you to customize, copy, paste, and send to all of your currently enrolled students! A direct email from you is the most effective way to communicate with your students and get the word out about this new offering on campus. Your help communicating robot delivery helps to ensure that all students are aware of this amazing benefit on their campus and increase on-campus dining orders! Please use [this deeplink](#) in all email communications.

### Communication Schedule

Please send out a launch email to all students after robots are deployed on your campus. We encourage you to send at least one email each semester to remind students about ordering robot delivery. This can be achieved using the provided copy, as well as creating your own content when needed. For increased engagement, do add in any imagery of the robots in action or screenshots of student social media posts!

--

### Sample Launch Email

**Subject Line:** The Future of Food Delivery is Here!

Hey **[Mascot Name]**!

Get ready to roll - robot delivery has arrived on campus!

**[University Name]** Dining is partnering with Grubhub and [Cartken](#) to provide an affordable and environmentally-friendly robot delivery service. These friendly little robots bring your favorite dishes from campus restaurants right to you, wherever you are on campus!

Here's how to get started:

1. Download the Grubhub app.
2. Go to Account → Campus Dining.
3. Select **[University Name]** from the list and fill out the prompts
4. Go to the homepage and select Delivery
5. Set your on-campus location

6. Select one of the restaurants with the label "Offers robot delivery"

**Button:** Order Robot Delivery Now [\[insert deeplink\]](#)

Remember to link your meal plan to the Grubhub app to pay with your **[Campus Currency, if applicable]**.

We hope you enjoy these new, fully-electric members of the **[University Name]** community. Happy ordering!

## Sample Reminder Email #1

**Subject Line:** Robot delivery is now on Grubhub!

Whether you're restocking your dorm room fridge or treating yourself to a delicious dinner, delivery robots make it easy to satisfy your cravings with the convenience of ordering from the Grubhub app.

Here's how to get started:

1. Download the Grubhub app.
2. Go to Account → Campus Dining.
3. Select **[University Name]** from the list and fill out the prompts
4. Go to the homepage and select Delivery
5. Set your on-campus location
6. Select one of the restaurants with the label "Offers robot delivery"

**Button:** Order Now [\[insert deeplink\]](#)

Plus, you can link your meal plan to the Grubhub app to pay with your **[Campus Currency, if applicable]**.

## Sample Reminder Email #2

**Subject Line:** Food from the Future, powered by Grubhub

Enjoy savory snacks, sweet treats, and hearty meals from around campus with autonomous robot delivery! Our beloved [Cartken](#) robots provide a safe, fast, and environmentally friendly delivery through the Grubhub app.



Ready to try robot delivery? Here's how to get started:

1. Download the Grubhub app.
2. Go to Account → Campus Dining.
3. Select **[University Name]** from the list and fill out the prompts
4. Go to the homepage and select Delivery
5. Set your on-campus location
6. Select one of the restaurants with the label "Offers robot delivery"

**Button:** Order Now **[insert deeplink]**

Plus, you can link your meal plan to the Grubhub app to pay with your **[Campus Currency, if applicable]**.

## Social Media Content

### Overview

This social media content package contains sample copy to post on your social media platforms in order to drive excitement and increase awareness of Grubhub robot delivery! We ask that the content provided in this document be used on your main Campus social media platforms, if possible.

Please use [this unique deeplink](#) in each of your posts! And, make sure you tag **@Grubhub** and **@gocartken**!

### Communication Schedule

Because the robots are on your campus throughout the school year, we recommend posting **two pieces** of robot delivery content across all platforms per month. This can be achieved by using the provided copy as well as creating your content. We also encourage you to repost content from one platform to another, repost student interactions/posts, and post different types of content (stories, videos, pictures, etc).

--

### Long Post Copy

*Best for: Instagram & Facebook*

Say hello to our little robot friends! We're so excited to have our very own @gocartken autonomous robots delivering food from on-campus restaurants through the Grubhub app. Don't forget to use your **[CAMPUS CURRENCY, if applicable]** as payment! Download the Grubhub app to order [\[insert deeplink\]](#).

Hey **[MASCOT NAME]**! Have you seen those little robots rolling around campus? We're excited to announce that we partnered with @Grubhub and @gocartken to offer autonomous robot food delivery to anyone on campus. Starting today, you can get food delivered via robot from restaurants like **[PARTICIPATING MERCHANT]**, and more! Plus you can use your **[CAMPUS CURRENCY, if**





**applicable]** as payment! Download the Grubhub app to start ordering. **[insert deeplink]**

For busy students craving @Grubhub, @gocartken has you covered! You can order food from on-campus restaurants to locations across the **[UNIVERSITY NAME]** campus, so you don't have to leave your dorm or lose your spot in the library. Download the Grubhub app to order now. **[insert deeplink]**

Enjoy savory snacks, sweet treats, and hearty meals from around the **[UNIVERSITY NAME]** campus with robot delivery! Our @gocartken autonomous robots provide a safe, fast, and environmentally friendly delivery through the @Grubhub app. Your **[CAMPUS CURRENCY, if applicable]** can be added to the Grubhub app, so you can order with your meal plan from your favorite campus restaurants, like **[PARTICIPATING MERCHANTS]**. **[insert deeplink]**

Ready to experience the future of food delivery?

1. Download the @Grubhub app **[insert campus deeplink]**.
2. Place your order from a restaurant with the label "Offers Robot Delivery"
3. Sit back and track your order as a @gocartken robot makes its way to you!

**[insert deeplink]**

You're probably wondering 'How do I order Robot Delivery?' Here's how:

1. Download the @Grubhub App.
2. Go to Account → Campus Dining.
3. Choose the **[University Name]** from the list and fill in the prompts.
4. Go to the campus homepage and order from a restaurant with the label "Offers Robot Delivery."
5. You can pay with your credit card, debit card, or **[CAMPUS CURRENCY, if applicable]**!
6. Once you've paid, the store packs a @gocartken robot with your order and you can track the bot as it travels to you.
7. Once the bot arrives, you will use your phone to unlock the robot via the Grubhub app.

[\[insert deeplink\]](#)

Delivery brought straight to you from our favorite little @gocartken robots! They deliver food anywhere around campus in 30 minutes from your favorite on-campus restaurants. Download the @Grubhub app to order robot delivery today! [\[insert deeplink\]](#)

## Short Post and Caption Copy

*Best for: Twitter & Tiktok*

- Tap the @Grubhub app, get food delivered in a snap! (by the cutest robots)
- Food delivery made easier with @Grubhub and @gocartken
- @Grubhub delivered by @gocartken provide a safe, fast, and environmentally friendly delivery option.
- Feeling the mid-week slump? Don't worry, @Grubhub has you covered! Order now to have your Grubhub order delivered with our @gocartken!
- @gocartken robots put in the miles so you don't have to. Order robot delivery on @Grubhub today!

## Overlay Text Copy

*Best for: Stories & Tiktok*

- Hassle-free robot food delivery from @Grubhub and @gocartken
- Food from the future, powered by @Grubhub
- The future of food delivery with @Grubhub and @gocartken
- Delivering food and a smile one order at a time @Grubhub @gocartken
- @gocartken robots help students save time by bringing your @Grubhub to you



## Short Messages

*Best for: Push notifications and text messages*

- Tap the Grubhub app, get food delivered in a snap! Order Robot Delivery through Grubhub today.
- Our Cartken delivery robots save time by bringing your Grubhub to you, wherever you are on campus. Order on Grubhub today!
- Library, dorm, or classroom, our Cartken robots bring Grubhub right to you! Order robot delivery on Grubhub today.
- Your favorite on-campus foods brought straight to you by the cutest little robots. Order robot delivery on Grubhub today.