

Marketing Content Package

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Marketing Handbook

This section outlines marketing strategies and activations that Starship 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.

Starship 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 Starship 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.

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- 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 Starship 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

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- 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 Starship robots are conducting testing on XX 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.
 - Starship and Grubhub should always be included in media inquiries that the university receives and vice versa, even if it's just for visibility.
 - A Starship spokesperson (typically the campus launch manager) should always be present in case of any technical questions/issues
 - To request a Grubhub spokesperson, please email Najy Kamal, nkamal@grubhub.com & Patrick Burke pburke@grubhub.com, who will assist with spokespeople requests.
- 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
 - 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 background so 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, Starship or its PR agency prior to distribution. Key contacts:
 - Annie Handrick, Starship Campus Marketing Manager:
annie.handrick@starship.co
 - SBS Comms, Starship's PR Agency: starship@sbscomms.com
 - Jenna DeMarco, Grubhub Corporate Communications Manager:
jdemarco@grubhub.com

Press Release template

Starship Technologies Launches Robot Delivery Service at (XXX)

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

(Campus Location) and SAN FRANCISCO (date) —Grubhub and [Starship Technologies](#) rolled out its robot food delivery service today on (campus). *Add sentence here about something unique or interesting about the service and/or campus.*

Starship's fleet of autonomous, on-demand robots will deliver from (#) campus eateries: (eatery names). The school's nearly (##) students and faculty can now use the Grubhub app (iOS and Android) to order food and drinks from local retailers to be delivered anywhere on campus, within minutes. The service works in conjunction with the student meal plan.

[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).]

Grubhub and Starship are already providing robot food delivery services to campuses across the country, including the University of Notre Dame, University of Kentucky, Fairfield University, University of Nevada, Las Vegas, and Southern Methodist University. Since launch, all campuses have increased the number of robots, dining options and hours of operation to meet the high demand for the service.

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.

(QUOTE FROM STARSHIP)

Starship Technologies operates commercially on a daily basis around the world. Its zero-emission robots have made more than 8 million autonomous deliveries, traveled millions of miles and make more than 150,000 road crossings every day. The robots use a combination of sophisticated machine learning, artificial intelligence and sensors to travel on sidewalks and navigate around obstacles. The computer vision-based navigation helps the robots to map their environment to the nearest inch. The robots can cross streets, climb curbs, travel at night and operate in both rain and snow. A team of humans can also monitor their progress remotely and can take control at a moment's notice.

(QUOTE FROM UNIVERSITY EXECUTIVE)

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(Campus Boilerplate)

About Starship Technologies

Starship Technologies is revolutionizing deliveries with autonomous robots. The robots are designed to deliver food, groceries and packages locally in minutes. The delivery robots have traveled millions of miles and completed eight million autonomous deliveries around the world. Starship was founded by Ahti Heinla and Janus Friis (Skype Chief Architect and Co-founder).

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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.

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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. Starship 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 Starship Technologies have partnered with [CAMPUS DINING] to offer a futuristic 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 a safe, fast, affordable and environmentally friendly 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].

GRUBHUB **STARSHIP**

Learn more [\[HYPERLINK TO https://medium.com/starshiptechnologies\]](https://medium.com/starshiptechnologies) about Starship's mission to transform the future of delivery.

Option #2

[CAMPUS DINING] is proud to deliver with Starship Technologies 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!

Starship delivery robots are a safe, low-cost, and convenient way to satisfy your hunger without leaving your dorm, study spot, or campus hangout. They use less energy per delivery than it takes to brew one cup of hot coffee, are entirely powered by electricity, and the best part...they drive themselves!

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]**.

Learn more [\[HYPERLINK TO https://medium.com/starshiptechnologies\]](https://medium.com/starshiptechnologies) about Starship's mission to transform the future of delivery.

Option #3

Grubhub and Starship Technologies 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]**, Starship 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!

GRUBHUB **STARSHIP**

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]**.

Learn more **[HYPERLINK TO <https://medium.com/starshiptechnologies>]** about Starship's mission to transform the future of delivery.

Frequently Asked Questions (FAQ)

How do robots know where they're going?

Most of the time the robots drive autonomously, using a combination of computer vision and GPS to pinpoint their exact location to the nearest inch.

How does the robot not hit things?

The robot has obstacle detection. Twelve cameras, ultrasonic sensors, radars, neural networks, and more help detect obstacles (whether that's a dog or pedestrian/cyclist).

How fast does it go?

The robot travels safely at 4 mph.

Does it travel on roads or sidewalks?

The robots are designed to act like pedestrians. So it mainly travels on sidewalks, but they cross roads too.

Are they 100% Autonomous?

We aim for 99% autonomous operation. The robots can be monitored remotely by a human who can take control at any time, if needed. There is a staff member on campus to make sure the robots are running effectively.

How much does the robot weigh?

40-45 pounds.

How much can the robot carry?

Around 20 pounds.

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

The robots are temperature controlled to ensure that whether your food is hot or cold, it will be delivered at just the right temperature. These robots are also equipped with cup holders and dividers to make sure that nothing is spilled on its way to you.

How do you prevent theft?

The robots have many theft prevention measures to prevent this from happening. Sirens if it is picked up, tracking to the nearest inch, a securely locked lid, and cameras that can record.

What company made the robots?

Starship is an American company headquartered in San Francisco. The robots are manufactured in Europe.

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?

The robots are cleaned and sanitized before every delivery.

Are they environmentally friendly?

Starship's robots are safe, green, and 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!

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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 Starship Technologies to provide an affordable and environmentally-friendly robot delivery service. These adorable little bots 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!

Learn more [HYPERLINK TO <https://medium.com/starshiptechnologies>] about Starship's mission to transform the future of delivery.

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 robot delivery! Our beloved Starship 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 **@StarshipRobots!**

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).

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Long Post Copy

Best for: Instagram & Facebook

Say hello to our little robot friends! We're so excited to have our very own @StarshipRobots on campus 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 [\[insert deeplink\]](#).

GRUBHUB **STARSHIP**

Hey **[MASCOT NAME]**! Have you seen those little bots rolling around campus? We're excited to announce that we partnered with @Grubhub and @StarshipRobots to offer 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, @StarshipRobots 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 @StarshipRobots 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 @StarshipRobots 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 homepage, tap "Delivery" and set your location from the list.
5. Order from any restaurant labeled "Offers Robot Delivery"!
6. You can pay with your credit card, debit card, or **[CAMPUS CURRENCY, if applicable]**!
7. Once you've paid, the store packs a @StarshipRobots with your order and you can track the bot as it travels to you.
8. 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 @StarshipRobots! 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 @StarshipRobots
- @Grubhub delivered by @StarshipRobots provide a safe, fast, and environmentally friendly delivery option.
- Feeling the mid-week slump? Don't worry, @Grubhub has you covered! With great food and fun music, order now to have your Grubhub order delivered with our @StarshipRobots!
- @StarshipRobots 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 @StarshipRobots
- Food from the future, powered by @Grubhub
- The future of food delivery with @Grubhub and @StarshipRobots
- Delivering food and a smile one order at a time @Grubhub @StarshipRobots
- @StarshipRobots helps 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.

GRUBHUB **STARSHIP**

- Our Starship robots save time by bringing your Grubhub to you, wherever you are on campus. Order on Grubhub today!
- Library, dorm, or classroom, our Starship 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 bots. Order robot delivery on Grubhub today.