

Uber launches 360-degree marketing campaign 'SafetyNeverStops'

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Uber, India's leading mobility app, has unveiled its latest campaign, **#SafetyNeverStops**, to highlight everyday safety challenges faced by women and drive awareness towards how Uber continues to improve access to safer transport for women. Featuring stand-up comedians **Shreeja Chaturvedi, Shreya Priyam Roy, and Shashi Dhiman**, the campaign uses wit to highlight challenges women face, delivering a bold and thought-provoking message "Women's safety isn't a joke."

The campaign comprises 9 candidly shot films that are set in public spaces like markets, offices, and transit stations. Each film portrays choices women often face to ensure their safety—turning sundry everyday moments into humorous, though-provoking narratives. By using humor, Uber aims to spark meaningful conversations around women's safety and make the topic more approachable.

Ameya Velankar, Head - Marketing, Uber India & South Asia, said, "At Uber, we believe that our work on safety never stops. We use a mix of technological and human-led interventions to enhance safety on our platform. In our new campaign, we're using humour that resonates with people's daily lives - balancing the seriousness of the subject with a light-hearted approach that fosters trust, engagement and conversations. This approach also helps us connect with audiences to underscore what Uber does to make every trip safer."

Safety has continued to be a core factor for riders to opt for Uber. As per the 2024 India Economic Impact Report, compiled by Public First, 95% of female riders cited safety as their top reason for using Uber. 84% of female riders believed that taking an Uber was the safest way to get home.

The **#SafetyNeverStops** campaign spotlight Uber's safety features that ensure a seamless experience for riders and drivers

- **Share Your Trip:** Enables riders to share live trip details with trusted contacts for peace of mind
- **RideCheck:** Detects irregularities like route deviations, mid-way drops or long stops, prompting Uber to proactively check in with riders and drivers
- **24x7 Safety Helpline:** Provides round-the-clock access to safety experts for urgent, non-

emergency issues during and after trips

- **Phone and Address Anonymisation:** Conceals personal details and trip locations to protect user privacy

The **#SafetyNeverStops** campaign has been rolled out across platforms, including print newspapers, out-of-home, online, and social media.

The campaign is the latest effort by Uber to highlight platform safety. It recently announced new features including **Safety Preferences**, allowing riders to customise features like RideCheck, Share My Trip, and Audio Recording for specific times or locations; **Women Rider Preference**, enabling female drivers to accept only female riders, boosting safety during late hours; and, **Audio Recording** which enables riders and drivers to record audio on trips, providing an additional security layer with encrypted recordings accessible only if submitted in a safety report.

About Uber

Uber came to India in 2013 with a simple promise: press a button, get a ride. More than 10 years and over 3 billion trips later, we continue to build products to help people get where they need to be. Today, Uber is available across 125 cities in India and has become #IndiaKiRide where people can go where they have to on Moto, Auto, Cars and even Buses - designed for their various intracity and intercity travel needs. With just a swipe on the app we make mobility seamless for millions and support over 1 million Indians making a sustainable income by getting in the driver's seat. We continue to reimagine the way the world moves for the better in ever expanding ways and as we mark our ten-year milestone - we remain committed to keep India Moving Forward.

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