

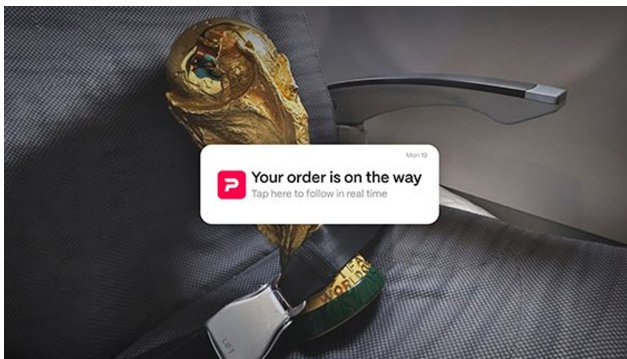


4 JULY 2023

Insight & Strategy: World Cup Delivery /

PedidosYA

How a food delivery aggregator app in Argentina sent 6 million users a notification to track the return of the World Cup winners from Qatar, and reached 25 million people



Founded in 2009 in Uruguay, **PedidosYA** is one of the leading online delivery platforms in Latin America. Initially providing a service for ordering food from local restaurants, it has diversified into quick deliveries for groceries and other supermarket-style items.

Argentina is among the brand's Latin American territories, and when the national team beat France in the 2022 World Cup final in Qatar to become champions, the brand wanted to get in on the celebrations.

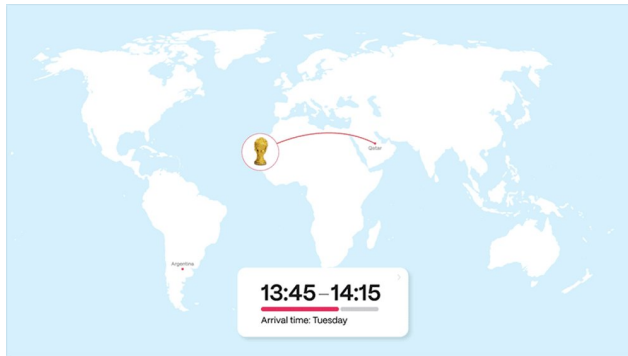
Working with agency **Gut Buenos Aires**, Argentina, the brand took the publicly available geolocation of the Argentinian national team's returning plane, and applied it to the PedidosYa app. A 'fake' delivery in-app notification was then sent to the brand's full user base of around 6 million people stating: 'Your order is on the way.'

While many thought it was a scam, the scepticism turned to joy on seeing that it took them to a map tracking the World Cup trophy's real-time journey to Argentina (a 30+ hour trip), in the same way they would usually follow their pizza order.

► <https://www.youtube.com/watch?v=pFz7UGB5A8s>

Results / According to the agency, World Cup Delivery reached **25 million** people across the country, and on Twitter was the top trending topic (above 'Messi champion' and 'Argentina champion'), scoring **32%** more mentions than Messi on Twitter. It was the most viral brand activation of the World Cup on a \$0 media spend.

The campaign won a Grand Prix in Mobile at the Cannes Lions International Festival of Creativity 2023. It also won Golds in Brand Experience & Activation, Media, Social & Influencer.



Contagious spoke with **Joaquin Cubria**, CCO at Gut Buenos Aires, about the campaign. He revealed:

- PedidosYA is the leading food delivery app but most people have both it and competitor Rappi on their phones. As such, the brand's main challenge is building preference and brand love
- The campaign had to come together quickly because the brief came between the semi-final and final of the World Cup
- The brand had used up most of its World Cup campaign budget following Argentina's success through the tournament, so there was little budget for a final campaign capping off the big win

Can you tell us about PedidosYA and its current business challenge?

PedidosYA started about 15 years ago. It was bought by [German multinational online food ordering and food delivery company] Delivery Hero in 2014. Right now, it is the biggest [food delivery] app in Latin America. In Argentina, it only has one competitor, which is Rappi – I think the share split up is something like 70/30.

It's a category that's pretty much driven by discounts because most users have both apps, and are active users of both apps. The main challenge of the brand right now is building preference so they don't have to keep injecting discounts and money into making people use the app, but rather just have them naturally choose it and use it as often as possible. Also, driving frequency is something that they usually tend to do because they have many verticals [such as pet food and pharmaceuticals].

Why did the brand want to do something around the World Cup?

In 2022 they were official sponsors for the first time. This was literally the last weekend of the campaign – the World Cup campaign had been running for three months already, and they had spent all their money as Argentina was moving from phase to phase in the World Cup. They wanted to do something special in case we won, but didn't have much money to invest in it.

How early did you have that chat about creating a winning campaign?

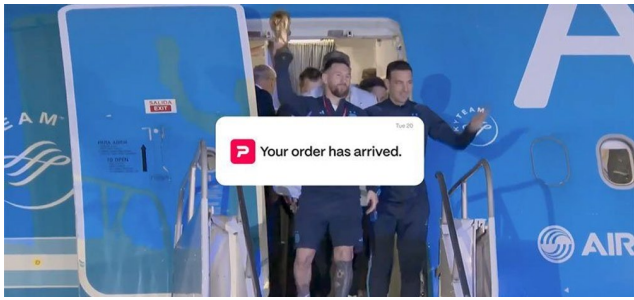
That was happening between the semi-finals and the finals. We had a five-day window. And it was the only idea that we had that we thought could be good. So we just said, 'Let's do this'.

In terms of the actual tech, was it a difficult campaign to pull off?

We worked with digital partners Lanzallamas and Paisanos, but it wasn't that complicated. Because we were using the flight tracking, which is open source, part of the challenge was just integrating that into the app. We wanted it to feel and work in absolutely the same way as when you order anything in the app; you see the map and it's the same journey.

What was more of a challenge?

The pressure of time, and then that people would actually care about it. But you don't know that until you put something out there. So that's a risk on every campaign we run. Are we going to be ignored, or are people going to care about this?



Did you think the notification was going to capture people's imagination? Were you worried that it would annoy them?

When you order anything on the app, anxiety triggers instantly, right? You go back to the map many times while you're waiting for your order. And we felt that that was a very genuine feeling about how people were actually feeling in that particular moment – you were so anxious about literally knowing exactly where the trophy is. We felt that was really going to connect with people, and it felt super natural to brand as well – it's part of a campaign that had been running for three months.

Pedidos, translates literally as 'order', but it also means a wish or an ask in Spanish. So, the line of the other campaign was around 'what's your pedido?' ... so, 'what's your ask' or 'what's your wish?' And instead of people asking for food they were all asking for the team to win. It was the perfect wrap-up for that campaign, where it's about the wishes of people and then saying, 'Okay, now your order for this thing that you wanted so much for three months, it's on its way and it's heading up to you.' Then when they open that map and see the World Cup flying home. It was perfect.

We weren't worried that the push notification could backfire, or people would be angry at us. We thought, this could either work perfectly, or we're going to get ignored... there were no worries about what if it goes wrong.

People are kind of tired of all this fake nationalism....When brands go, 'Oh, let's all go together, and let's be one country' and all that, that sort of turns people off a little bit.

Joaquin Cubria, Gut Buenos Aires

Can you outline the overall World Cup campaign, was that more traditional?

Yes, it had some more traditional elements. But then for instance, there was another thing that we did in months two and three. The brand positioning is around 'ask your neighbourhood', because these apps they come and digitalise everything that's around you. It generates opportunity for local shops that are very traditional, it brings them into the digital economy.

In Argentina, there are these neighbourhood football clubs, which aren't owned by anyone. They're just very small spaces that usually [struggle] and they are also the places where most of the football players from very humble backgrounds start their careers. If those clubs haven't existed, I would say out of the 20 players that went to a World Cup, probably 15 of them wouldn't be there, because they wouldn't have had the chance to actually start playing football. One of the best thing about those clubs is the club canteens, which serve very, very [basic] food, which is what kids eat after the matches.

What we did with the campaign is that we went to the clubs where Messi, Di Maria, all the national football stars started, and brought the canteens of those clubs into the app. We gave them our user base and helped them without [taking] commission, making special packages, training them on how to manage because usually they just serve to people at the club. Every time that Argentina played, if you entered the app, you could find the clubs of the different players, and order food from those places, making sure that they would get extra income and that those spaces would survive.

► <https://www.youtube.com/watch?v=RAdsqV30fLo>

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Joaquin Cubria, Gut Buenos Aires

In terms of Argentinian football fandom, and speaking to the fans, as an audience, are they difficult to talk to, are there certain things that turn them off?

There are maybe 18 official sponsors. The first thing when you become part of that universe is how do you stand out from the other 17? Basically, it's a fight for who gets more attention. Even those who are not paying for sponsorship are still trying to find a way to be part of that conversation. So a lot of the comms in those two, three months are all about that. People are kind of tired of all this fake nationalism. Argentina is a very stressed country because of many things and it's also very divided politically, and so when brands go, 'Oh, let's all go together, and let's be one country' and all that, that sort of turns people off a little bit.

Did the client need any convincing for this idea?

They jumped in immediately. It was a win-win. It was an easy yes, because there wasn't a lot of money involved.

Was there a particular message that you were hoping to get across with the campaign?

It was the wrap-up of a big campaign. We had already seen very good brand tracking results on the canteens campaign, which had been happening for almost a month and a half already. So we knew that the moment that you drift a little bit away from what most brands were saying, then you would get a good impact on the brand, and on brand preference, which is basically what we try to work on all the time.

Because people have both apps, anything that would make them think better or first of Pedidos, or build some love or build some preference to say, 'Oh, yes, this is the app I love. Yeah, both are functional but this is the one that I like', that was what success was to us. It's a bit of engagement and seeing that people actually react to what you put out there. The hope was that the idea would go viral and that people would share it, at least that they would talk about it a bit.

Clearly they did.

That was crazy. First it went wild on Twitter, but it wasn't something the media picked up immediately because, of course, the media had so many things to talk about with the national team, why would they care about what a brand was doing that day. Then at the end of the day all the media picked it up. We weren't pushing PR, it was 100% organic.

What is your big learning from this campaign?

It was a weekend where no one wanted to work or think about anything else other than football. No one wanted to work, not us, not the people working on the tech, not the people working on the brand. It was Argentina playing the finals! We thought, 'Are we going to spend the whole weekend dedicated to try to make it happen without really knowing if this is going to run or not?'

So the fact that we said that this idea is worthy, and we're going to suffer through it all the weekend – when all we want to do is just sit in front of the TV and watch this thing that we've been waiting for all our lives – I think that's a good learning. When you feel that something has the power to impact people in a very, very good way, even if it's hurtful on a personal level, just go for it because it's worth it.

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