

MOBILE

DVF surprises and delights New Yorkers with help from Uber

December 2, 2015



DVF's social media post about #TapGetGive

By STAFF REPORTS

Ridesharing service Uber is turning its drivers into elves with a five-day giveaway of free fashionable treats for consumers.

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Starting on Nov. 30, Uber users waiting in Manhattan, Greenpoint and Williamsburg can enter the promo code TapGetGive into the application from 11 a.m. to 3 p.m. ET and unlock a holiday option to put themselves in the running for free gifts from Diane von Furstenberg, Vince, One King's Lane and L'Occitane. For riders that win, this will be an unexpected and memorable surprise deeply associated with the brand they receive.

Tap for treats

DVF announced its participation in #TapGetGive on Nov. 30, but as of press time had not shared additional information about its gifts for Dec. 4.

Uber is slowly rolling out details about its prizes, making consumers tune into Twitter and Instagram each day for information about the day's gifts. In addition to the regular prizes, one consumer will be given a bag containing a grand prize.

On Monday, Nov. 30, consumers were given cashmere or wool sweaters, with a grand prize of a \$5,000 gift card for a Vince shopping spree.



Uber NYC @Uber_NYC · Nov 30
Someone's going to be cozy this winter! Only 30 minutes left to #TapGetGive for today.

Tweet from Uber

Consumers who are connected will meet their driver outside at the curb to pick up their gift, and items are available as long as supplies last. These drivers are only delivering gifts, not offering rides.

A number of the gifts spurred social media posts from excited consumers, who thanked Uber and Vince for the merchandise.

On Tuesday, Dec. 1, Uber honored World AIDS Day through a partnership with the (RED) foundation. Consumers could select a special Red option on the app to add a \$5 donation towards the fight against AIDS to their usual fare.

Cars depicted within the app also turned red to spread awareness.

Other brands have used driving apps to provide an experience of their product to consumers who may not otherwise have interacted with them.

Rolls-Royce Motor Cars brought an elevated experience to users of the car rental DriveNow application with a free chauffeured driving service in East London.

From April 1-3, consumers could search for the Phantom, Wraith and Ghost models on the map, hidden under code names Sir Henry, Charles and Eleanor, as a form of Easter egg hunt. For the consumers able to find and book the vehicles, they were given a complimentary taste of the Rolls-Royce experience ([see story](#)).