



STEWART PARK INSTITUTE FOR MEDICAL RESEARCH

#GratefulUK



#GratefulUK

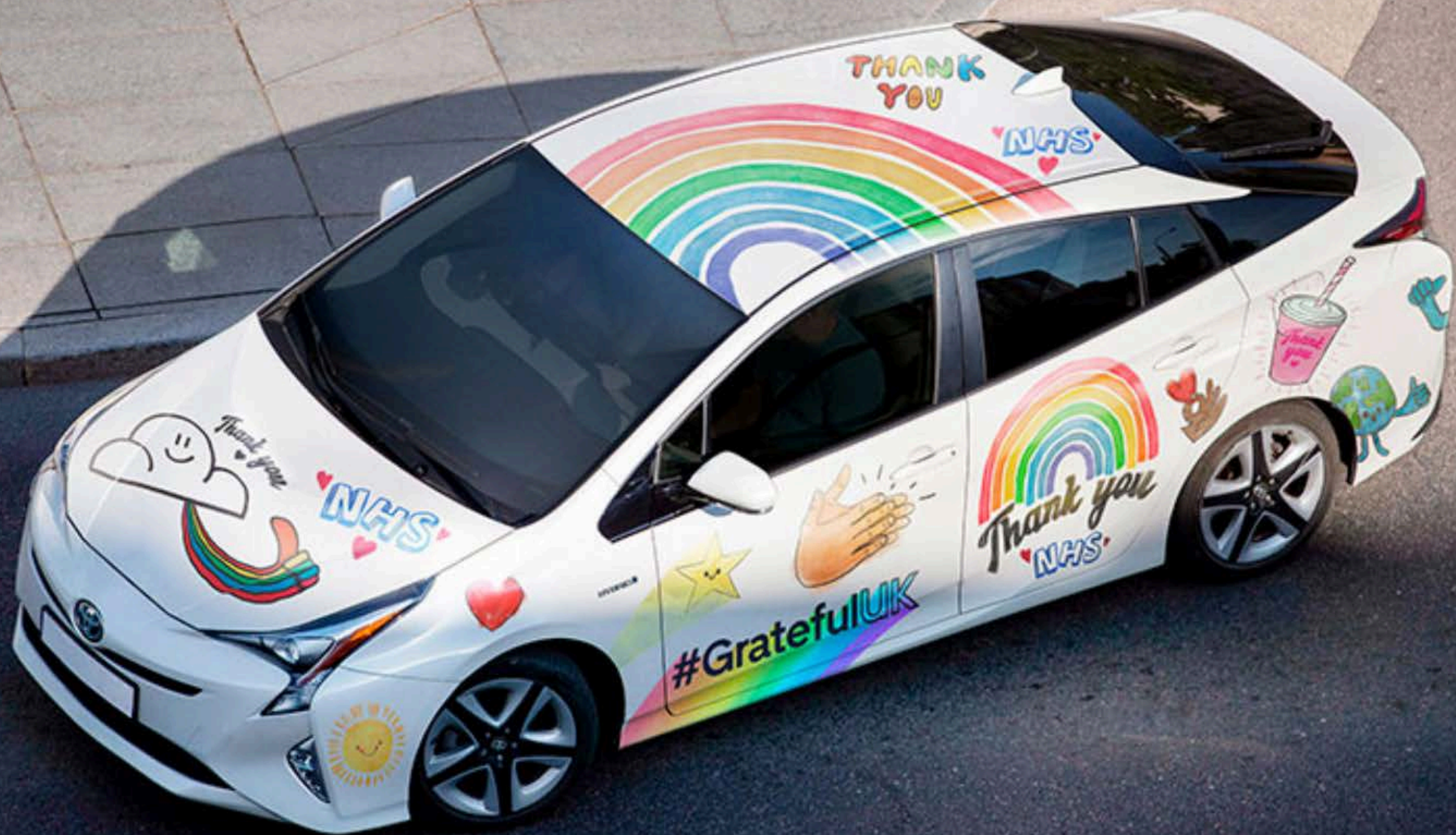
- We were asked to work on a project for Mother London for their Uber campaign to thank the NHS heroes.
- Over the Christmas period Uber offered free rides and meals to health workers as part of a festive campaign saying thank you to the NHS heroes.
- Uber committed 200,000 free rides and covered over 80,000 free meals through Uber Eats, from thousands of restaurants and convenience stores for NHS and HSC staff.

The Brief

- To project messages onto hospital buildings that have been most affected by the Covid crisis. Mother/Uber called on the public to create and post their own thank you messages with the hashtag #GratefulUK on Instagram or Twitter to help spread the love to the NHS over Christmas. The message was made into a short animatic sequence.
- To wrap a number of Uber cars with the thank you messages over the outside of the vehicles.

Scoping/Production

- We travelled around the proposed hospitals looking for the best possible areas for the projection team.
- We then spoke to the relevant NHS Trust's to gain permissions for the projection.
- The cars were all white Toyota Prius's for messages maximum effect.
- From the 21st of December till the 23rd we sent our projection team to the hospitals and projected the messages from 4pm till 10pm.
- The vehicles were branded on the 17th December and were driving with the messages of support displayed until January 4th We then deinstalled all graphics.





Thank you NHS workers, from a
#GratefulUK



Thank you NHS heroes, from a
#GratefulUK
Uber

Underground
← Theatre Admissions Unit
← Pre-operative Assessment
← Renal and Dialysis Unit

P
Pay and
Display

P
Car
Park

AF17 DWH



NHS



Thank
You



the hub london