# Instacart: Meals

Product feature launch

#### Role: Lead Copywriter

- Created messaging framework
- Worked with designers to create and pitch concepts
- Executed multi-channel creative including in-app banners, CRM, social, and performance marketing

## Why choose Meals?

Delicious options
As fast as 30 min
More variety in 1 order
Less \$ than restos

## **Creative Positioning**

## Win mealtime in minutes

- Delicious options
- Celebratory with nod to everyday pressures
- Lunch, dinner, second dinner...

# Win mealtime in minutes

- On demand >30 min
- Faster than deli line at Publix
- No shopping, no cooking, no shoes

### Win mealtime in minutes

Life is a series of meals, and some days we could use help getting it on the table.

If you're low on time or tired of takeout, Instacart can deliver ready-made food that's fast, fresh, and surprisingly delicious—like the famous Pub Sub, fresh poke, and why not pie for dessert?

Sit back, relax, and let the food come to you.



Winat dinner every single night



Go from zero to eating. Fast.

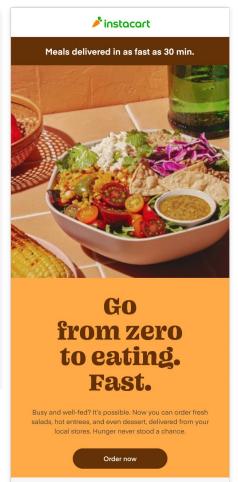


# Break up with takeout

#### **Email**







#### **Paid social**



### Haiku contest

Real fans know, Pub Subs are poetry to the tastebuds:

Sweet tea, my sweetie and a crunchy chicken sub lunch is back, baby.

Do Pub Subs bring out your feels too? Share your own 5-7-5 haiku with #DearPubSub for a chance to win a free sandwich delivered to your door.

