

# 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.



**Win at  
dinner  
every  
single  
night**



**Go from  
zero to  
eating.  
Fast.**





**Break  
up  
with  
takeout**

# Email



Meals delivered in as fast as 30 min.



**This Pub Sub could be yours**

The rumors are true—Pub Subs are coming to a house near you. Visit the new Meals page to choose your toppings, sides, and let delivery do the rest.

Order now




Meals delivered in as fast as 30 min.




**Win at dinner every single night**

Meet your new mealtime helper. From roast chicken to sushi, get meals to satisfy the whole family delivered in one easy order. You won't even need to do dishes.

Order now



Meals delivered in as fast as 30 min.





**Go from zero to eating. Fast.**

Busy and well-fed? It's possible. Now you can order fresh salads, hot entrees, and even dessert, delivered from your local stores. Hunger never stood a chance.

Order now


# Paid social





**Pub Subs 4evr**

Order your Pub Sub



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

*Sweet tea, my sweetie and a crunchy chicken sub lookin' back, baby.*

# 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.

