

2026 Advertising Campaign Plan

PRESENTED BY ANNETTE BAITTNER, DEONTE CLARKE, JACOB FISHMAN, JAMES HU, SHUHAN MENG

Agenda



- Market and Competitive Landscape
- Challenges & Strategic Opportunities
- Target Audience and Consumer Insights
- Competitive Objective
- Creative Strategy
- Campaign Media Plan
- PR and Partnership Strategy
- Next Steps & Questions

MARKET GROWTH

Online grocery delivery market reached \$219.9 billion in 2024.

Understanding the Market Landscape

KEY MARKET TRENDS

1. **Quick Commerce:** The demand for ultra-fast delivery continues to rise with services like Gopuff and DoorDash.
2. **Subscription Models:** Dominated by Amazon Fresh and Walmart+, these models create customer loyalty and drive repeat purchases.
 - define customer expectations: speed, value, and consistency.

Competitive Landscape

Walmart (32% market share):

Leads with Walmart+, offering fast, affordable delivery.

Amazon (26% market share):

Uses Prime for fast, seamless grocery delivery.

Gopuff & DoorDash:

Top in quick-commerce, delivering in under 30 minutes.

While Instacart is expected to lead by 2025, Walmart dominates the family market and Amazon leverages its vast inventory and logistics.

Instacart's Current Position



MARKET SHARE

Instacart's share dropped from 20% to 18% in 2023 as Amazon and Walmart gained ground.

2025 PROJECTIONS

Instacart: ~ 21.6% of the total online grocery market, steady but facing pressure.

BUSINESS MODEL

- Marketplace model (no inventory control)
- Growing ad business (big new revenue stream)
- New tech investments (AI recommendations, faster checkout)
- Competitive pressure (slower delivery vs Walmart/Amazon)

Instacart's Competitive Advantages

LONGSTANDING PRESENCE

Trusted as a personal shopper with years of experience.

CURRENT REALITY

Facing strong competition as Walmart and Amazon scale faster with owned supply chains. Instacart is investing in advertising, tech innovation (like AI tools), and retail partnerships to drive growth and stay relevant.

UNIQUE MODEL

Unlike Amazon or Walmart, Instacart operates as a third-party platform, partnering with stores instead of owning inventory.

NON-DUPLICABLE DELIVERY MODEL

Instacart's grocery delivery partnerships are unique, unlike e-commerce competitors.



Challenges & Strategic Opportunities

LIMITED CONTROL OVER LOGISTICS

Competing with ultra-fast services like Gopuff requires improvements in delivery speed and logistics management.

LACK OF BRAND LOYALTY DRIVERS

Unlike Amazon Prime or Walmart+, Instacart struggles to retain users without strong loyalty incentives tied to consistent benefits.

KEY CHALLENGES

COMPETITIVE POSITIONING

Instacart must focus on differentiating itself through choice and consumer experience, not just price or speed.

How **Instacart** tackled these problems?



Lack of Loyalty Program →
Instacart+ Launch



Limited Control Over Logistics →
Acquisition & Tech Expansion



Competitive Positioning →
Personal Shopper Narrative +
USP

Challenges & Strategic Opportunities

STRATEGIC OPPORTUNITIES

MULTI-RETAILER BUNDLES AND PROMOTIONS

Can go to more than one retailer for “bundle order.” Giving consumers flexibility to shop multiple stores in one order.

RETAILER LOYALTY TIE-INS

Partner directly with major retailers (Kroger, CVS, Best Buy grocery) to offer Instacart-exclusive deals for multi-retailer carts.

CATEGORY EXPANSION: SPECIALTY & NICHE RETAILERS

Rapidly expand access to specialty categories.

Builds on Instacart’s flexibility and variety strength.



Consumer Segmentation

URBAN PROFESSIONALS

- Young professionals aged 25–40, often single or in couples, residing in metropolitan areas.
- They value convenience, speed, and access to a variety of brands.



SUBURBAN FAMILIES

- Families with children living in suburban areas.
- Typically aged 30–50, they prioritize bulk shopping, value, and trusted brands.



COLLEGE STUDENTS

- Individuals aged 18–27, highly engaged with technology and value authenticity.
- Influenced by social media trends, desire for convenience.





Targeting & Positioning

URBAN PROFESSIONALS

- Emphasize fast delivery options, access to a variety of premium brands, and personalized shopping experiences.

SUBURBAN FAMILIES

- Highlight bulk purchasing options, family-friendly products, subscription offers (e.g., Instacart+), and reliable delivery schedules.

COLLEGE STUDENTS

- Offer student discounts, promote quick and easy meal kits, and engage through social media platforms.

POSITIONING STATEMENT

For individuals & families seeking a **personalized and convenient** grocery shopping experience, Instacart offers a platform that delivers **trusted brands** from a variety of retailers directly to your doorstep. Instacart combines speed, personalization, and choice to meet your unique needs.





Target Audience Persona

BIO

- Age: 38 | Lives in Westchester County, NY
- Occupation: Project Manager
- Work style: Fully remote, two kids (ages 5 & 8)
- Household Income: \$145,000/year
- Household Structure: Married, 4-person household

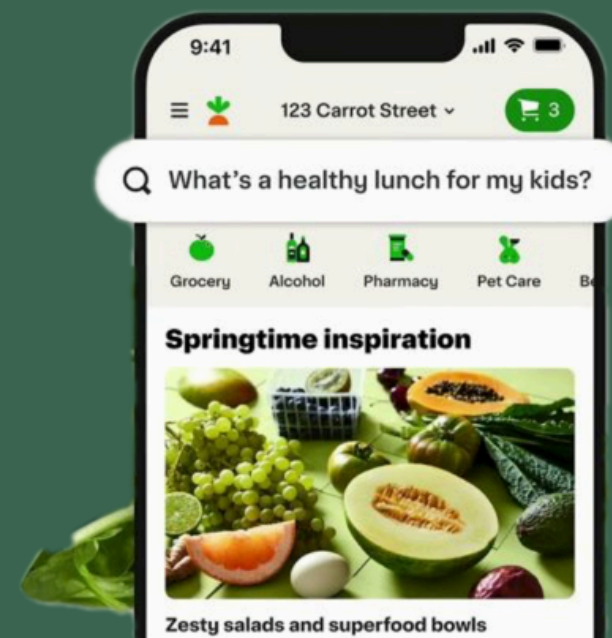
GOALS & CHALLENGES

- Weekly planning meals and essentials for family
- Juggling kids and work leaves little free time
- Prefers not to spend time waiting in checkout lines
- Needs trusted brands and food safety assurance

ASPIRATIONS

- "I need a personalized shopping assistant that understands my preferences and allows me to choose brands I truly trust."

FAVORITE FEATURES



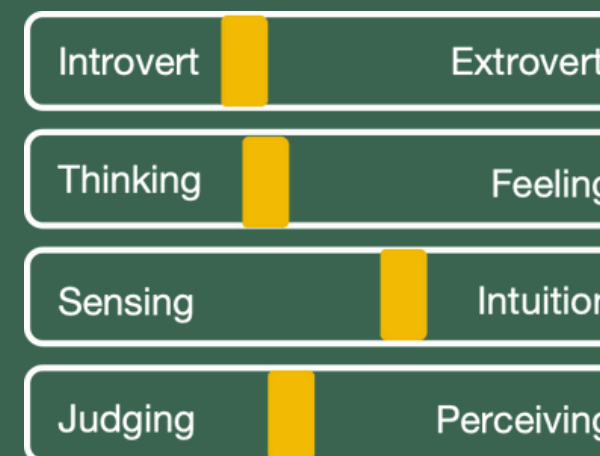
EMILY WALKER



BRAND AFFINITIES



PERSONALITY



Campaign Objective



FLEXIBILITY

Position Instacart as the ultimate personal shopper offering unparalleled flexibility and a wide variety of products.

PERSONALIZED EXPERIENCE

Emphasize its 1600+ retail partners, giving customers freedom of choice and a personalized shopping experience.

TARGET AUDIENCE

Millennials and Gen Z, who prioritize convenience & personalization in their shopping.

YOUR CART, YOUR WAY

 instacart

 instacart

Reinforce **Instacart's** key differentiator: Personalized shopping across 1600+ brands.

Drive Brand Awareness and Trial by positioning Instacart as the ultimate personal shopper—
offering flexibility, convenience, and a tailored shopping experience.

Tactical Implementation



AD CAMPAIGNS

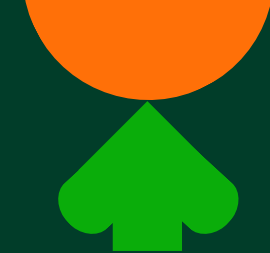
We can get you anything you want from anywhere you want from your favorite retailers.



QUICK COMMERCE PILOT

Standing by a delivery and price guarantee, if its not your delivery charge is erased.

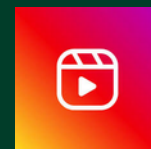
Campaign Media Plan



Phase 1



(Feb – Apr)

- **Campaign:** #MyCartMyWay
- **Influencer Partnership:**
showcase unique grocery carts
- **UGC**
- **Tiktok, IG Reel & Stories**



Phase 2

(May – July)

- **Focus:** Retail Collaborations
-  **Banner ads** 
- **Geo-targeted Ads**
- **Display Ads, Mobile**



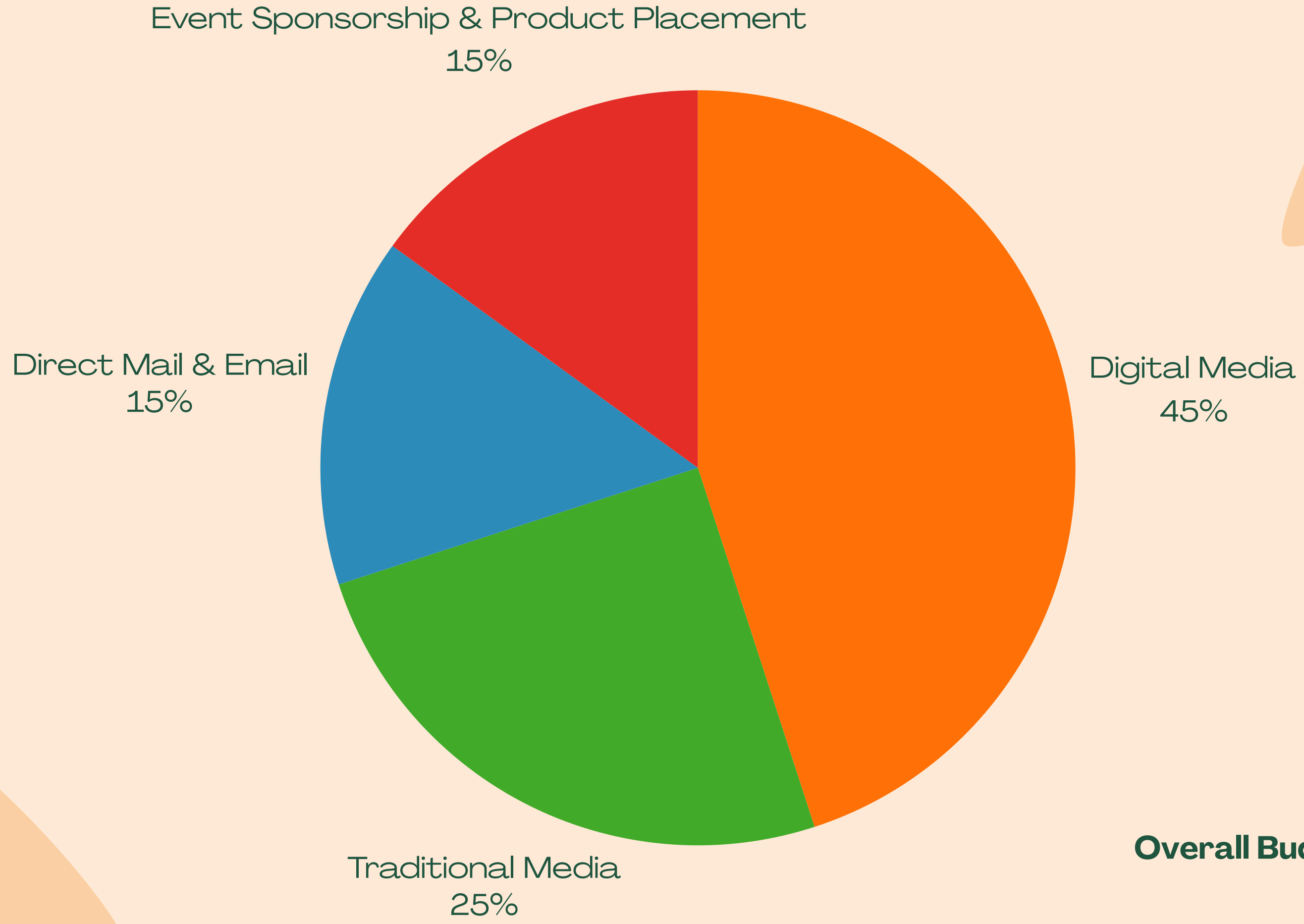
Phase 3

(Aug – Nov, Ongoing)

- **Real User Stories**
- **Testimonial videos**
- **Youtube, Instagram, Email**



Budget & Media Mix



Overall Budeget: \$800 Million

KPIs for Success Measurement

App Download

+20% increase in app downloads by Q1 2026

Retail Order

+15% increase in multi-retailer orders

Order Frequency

+10% increase from Millennials and Gen Z

Brand Sentiment

Track emotional engagement via Brand Lift surveys

Customer Engagement

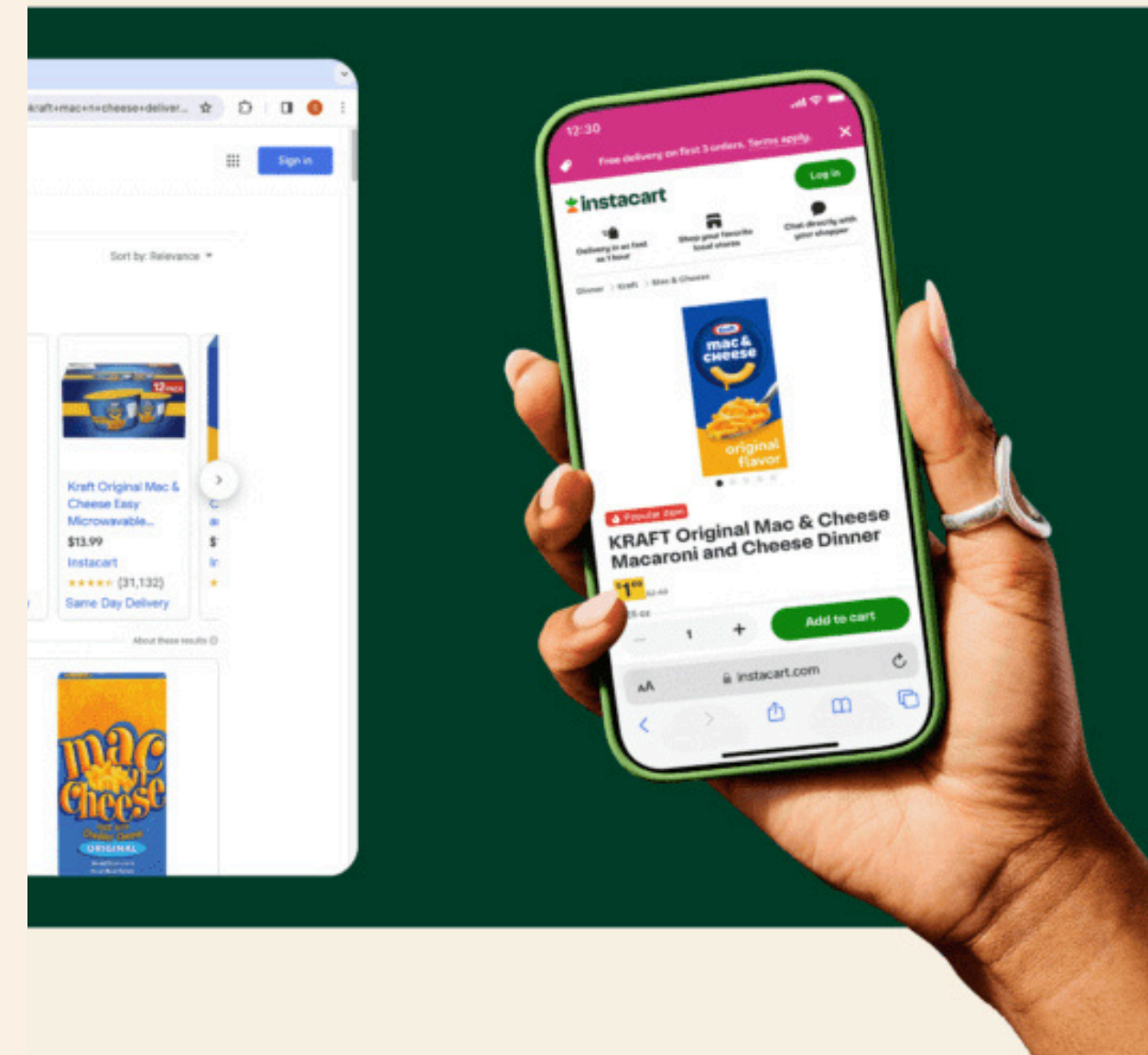
Measure social engagement and click-through rates



PR Opportunities & Partnerships

STRATEGIC GOAL

To elevate Instacart's brand perception from a transactional service to a personalized lifestyle platform by creating emotionally resonant experiences, enhancing cultural relevance, and amplifying its unique value of variety and flexibility through high-impact partnerships and PR activations.



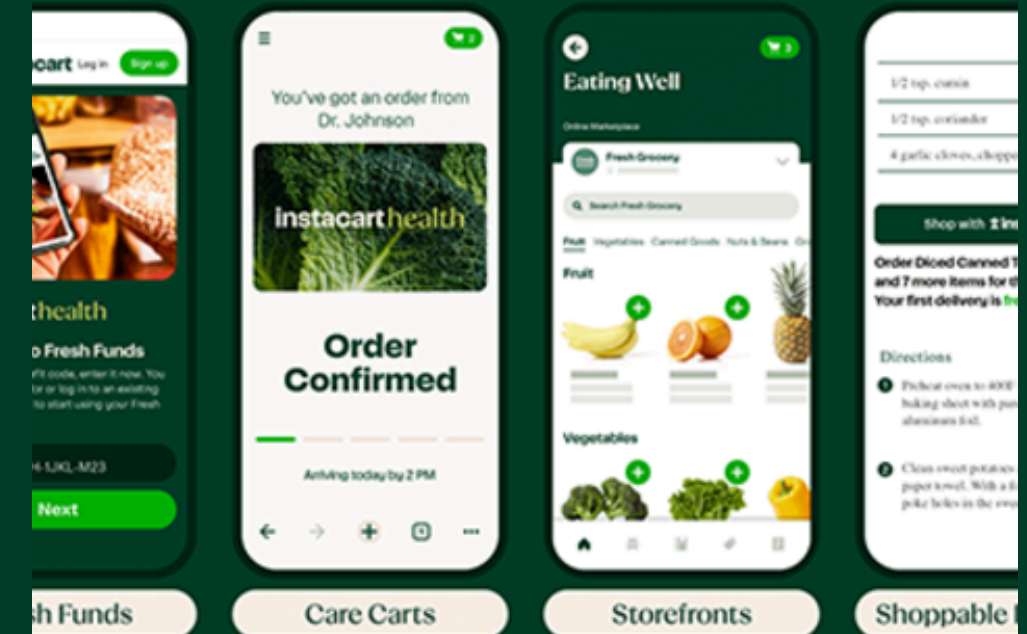
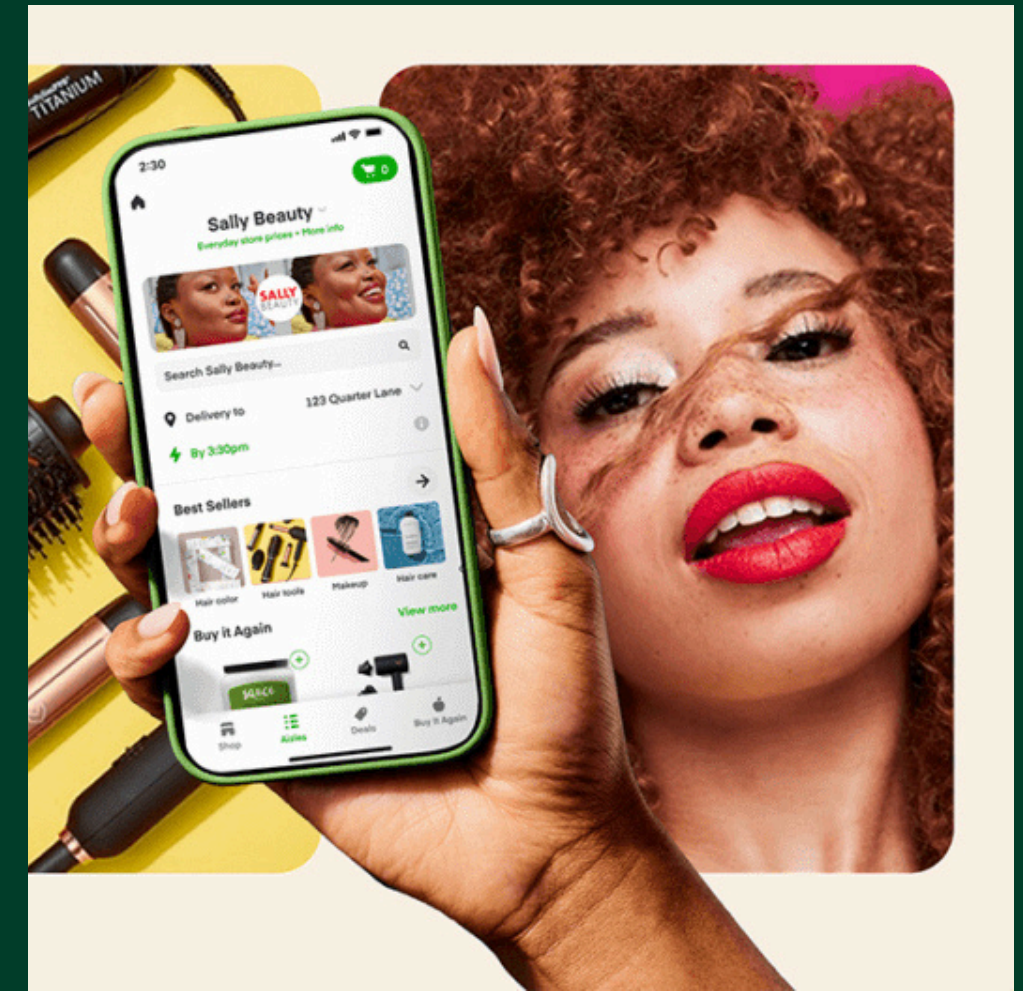
PR Opportunities & Partnerships

"Your Cart, Your Stage"

- An experiential pop-up where consumers create and showcase their unique Instacart carts
- Amplify Instacart's USP, variety, and personalization while improving social engagement and earned media.

Activation Elements:

- "Cartwalk" runway experiences at major events (Coachella, SXSW, college campuses).
- Hashtag: #MyCartMyWay



PR Opportunities & Partnerships

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"Product Placement: "Your Cart, Made your way Cameo"

Objective: Integrate Instacart into moments of everyday life through organic screen time.

- Tv + Streaming Integrations: Place Instacart orders in scenes from cooking or reality shows
- Creator Collaborations: Partner with popular YouTubers and lifestyle vloggers to feature "Instacart Runs" during weekly content

instacart+





PR & Partnerships

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CELEBRITY PARTNERSHIP IDEAS

Lizzo

- Why: She's ALL about self-expression, individuality, and celebrating your unique self
- How to use her: "What's in Lizzo's Cart?" reveal; she curates her Instacart cart live and hosts the first Cartwalk event.

Tabitha Brown

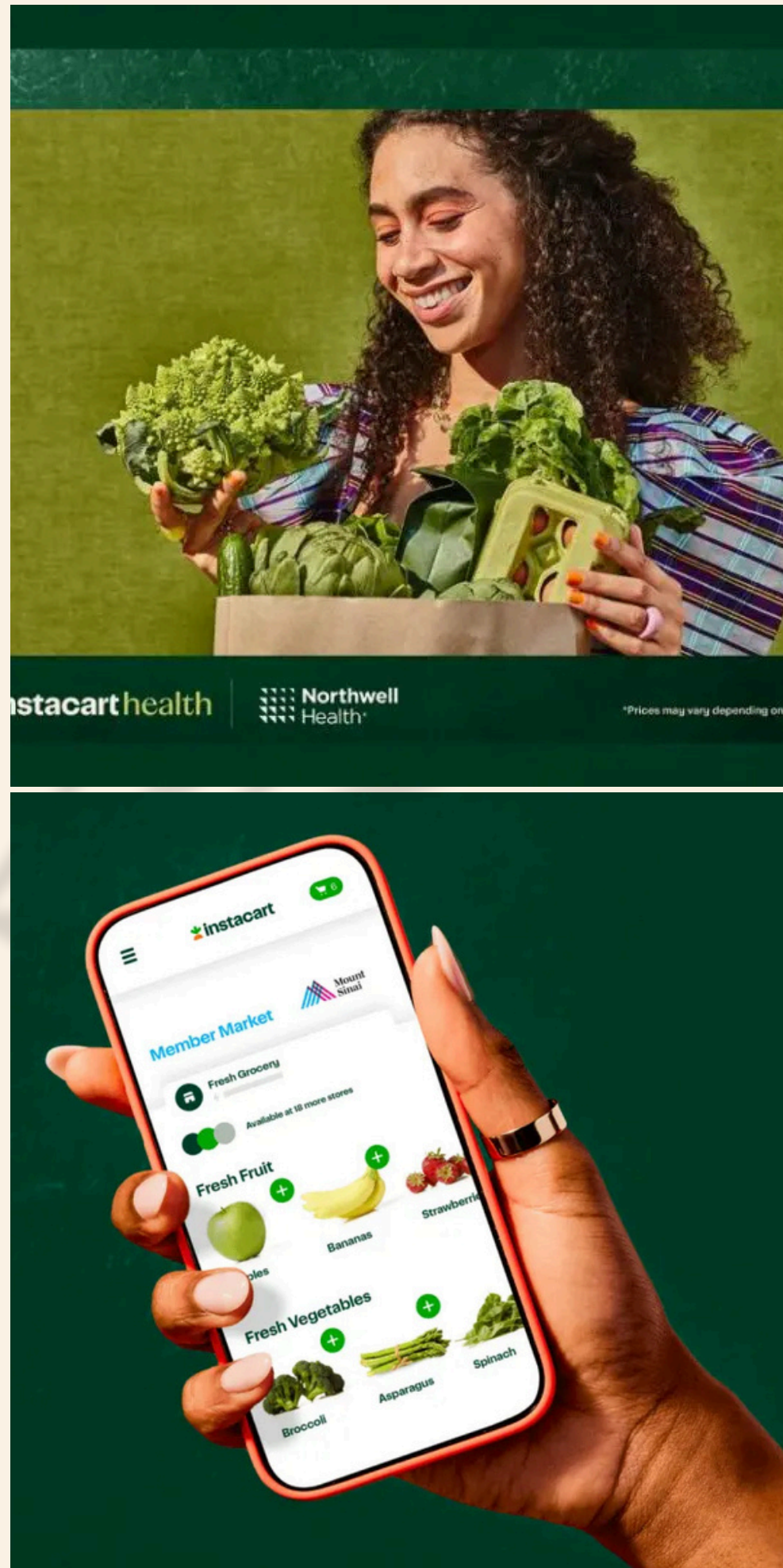
- Why: Actress, vegan food star, and the queen of warmth and relatable joy around food. Loved by both Gen Z and Millennial audiences.
- How to use her: Showcase a "Self-Care Grocery Cart" curated by Tabitha — cozy, wellness-themed picks.

PR & Partnerships

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BRAND PARTNERSHIPS: "ALIGNED FOR INSTA IMPACT"

- Eco-Conscious Collaborations: Launch a co-branded campaign with brands like Grove Collaborative, Oatly, or Seventh Generation showcasing shared sustainability values.
- Diversity-Driven Partnerships: Featured in-app collections, TikTok storytelling ads, and press outreach.





Thank you!