

How DoorDash Encouraged Travelers to Choose its Delivery Services

Client: DoorDash

EXECUTIVE SUMMARY

This DoorDash campaign increased brand awareness and influenced travelers to use the delivery service where convenience and meal decisions matter most. Through a targeted hospitality network featuring counter stands and rack cards at 100 vacation destinations, DoorDash positioned itself as the preferred delivery service for visitors seeking an easy dining solution while away from home. This campaign generated more than 3.5 million impressions, helping travelers discover DoorDash and encouraging first-time orders with a promotional discount.

CHALLENGE

- Multiple competitor delivery services
 - Strengthen brand preference
 - Encourage the choice of convenience
-

AUDIENCE

- Vacation Travelers
- Tourists
- Consumers
- Hospitality Employees

STRATEGY

- Reach visitors during high-intent moments of their stay
 - Align the message with traveler behavior
 - Creative messaging reinforces DoorDash as the easiest delivery option
-

WHY IT WORKS

- Audience-first network design
- High-dwell environments generating mass exposure and message retention
- Customized venue selection based on visitor behavior
- Action-oriented messaging

CAMPAIGN RESULTS

- 100 Hotels, Lodges, Chalets, Resorts
- 4 Week Flight
- 3,598,600 Million Total Impressions

AUDIENCE REACHED

- Vacation Travelers
- Tourists
- Consumers
- Hospitality Employees



SOLUTION

The campaign successfully positioned DoorDash in front of travelers during the moments when food delivery decisions were most likely to occur. More than **3.5 million impressions** were delivered across a carefully selected network of hospitality locations, reinforcing DoorDash as a convenient, trusted delivery option for travelers.

Unlike traditional travel advertising that focuses on trip planning, this campaign influenced purchasing behavior after arrival, helping DoorDash engage visitors when convenience, time savings, and meal decisions were top priorities.

The **Counter Stand and Rack Cards** provided easy-to-display signs and created message retention in the high-traffic areas of the hospitality venues.

REACTIONS

“DoorDash is one of the most used services we see our hotel guests using.”

“Our guests are always asking if DoorDash delivers to our location. This is a great sign to remind everyone of the convenient delivery services.”



KEY TAKEAWAY

Hospitality environments offer brands a unique opportunity to engage travelers after arrival, when purchase intent is highest. By aligning messaging with real-time consumer behavior, DoorDash transformed hotel touchpoints into powerful moments of influence, driving awareness, consideration, and action at the point of need.

CONCLUSION

DoorDash's partnership with All Points Media demonstrated the effectiveness of alternative media in hospitality networks to influence traveler purchase behavior. By strategically placing signage within 100 vacation destination venues, the campaign reached consumers during key decision-making moments and reinforced DoorDash as the preferred food delivery platform while away from home.

Over the course of four weeks, the campaign generated 3.6 million impressions, successfully connecting with vacationers, families, tourists, and hotel employees while encouraging first-time use through promotional incentives.