



Food for
your table,
time for your
loved ones



There's a **universal struggle**
of grocery shopping:

The line you choose will
always be the **slowest**.



You think you're clever, picking the shortest one, but then someone ahead of you has a full cart, 20 coupons, and a price check for every item.

With Instacart, there are no lines, no waiting, just groceries showing up at your door.



Why?

Life should not be a series of errands with just a bit of life in it



What?

Grocery delivery from multiple stores simultaneously at your doorstep



How?

Understanding the customers, personalization, dedicated shopper experience



Grocery shopping should be

- ✓ delightful
- ✓ seamless
- ✓ quick
- ✓ easy
- ✓ joyful

Grocery shopping should not be

- ✗ daunting
- ✗ stressful
- ✗ cumbersome
- ✗ exhausting
- ✗ tiring



The urge to touch and feel things
before buying is our **biggest enemy**.

But our customers understand that we
have already done the **squeezing, sniffing,
and second-guessing** for them.



What do our **customers care for** except from ripe avocados?

Luxury

Emotions

Variety

Availability

Safety

Trust

Affordability



Instacart is that **sociable,**
low-pressure chill friend
who always seems to
know what's happening—
and how to **make it easier**
for everyone.



They're the person who casually **organizes game night**, remembers everyone's **favorite snacks**, and shows up to a party in **comfy sneakers** and a stylish jacket.



They thrive on keeping things simple and are genuinely **excited to help**. They don't do boring, **they hate routines**, and they're allergic to drama.



Whether it's **grocery shopping**, solving your “what’s for dinner?” panic, or just making life feel less like a **to-do list**, Instacart’s vibe is clear: **“Relax, I’ve got this.”**



What our customers hate apart from wasting time checking expiry dates?

- Carrying bags like you're training for a fitness competition.
- Kids running in the aisles like it's recess, not a supermarket.
- Trying to navigate the store and ending up in the pet food aisle—again.
- The checkout line that tests your patience—and your back muscles.



What our customers laugh at apart from awkward small talk with the cashier?

- Came in for milk, left with snacks, candles, and a plant.
- Carrying 10 bags because two trips is for quitters.
- Forgetting the one thing they actually needed.
- Dodging kids and carts like it's Subway Surfers.



We are

- ✓ Ford
- ✓ Red Wine
- ✓ Korean tacos
- ✓ Uno
- ✓ Ice cream

We are not

- ✗ Kia
- ✗ Tequila
- ✗ Ramen
- ✗ Karate
- ✗ Churros



How Instacart would be as a boss?

Instacart is honest, sincere, and wholesome as a brand. Instacart as a boss is the one who shows up to meetings with coffee for the whole team and a “let’s crush it today” attitude.

They’re approachable, always rooting for you, and genuinely care about work-life balance—because they know life shouldn’t be a series of errands. In short, they’re the boss you brag about to your friends!



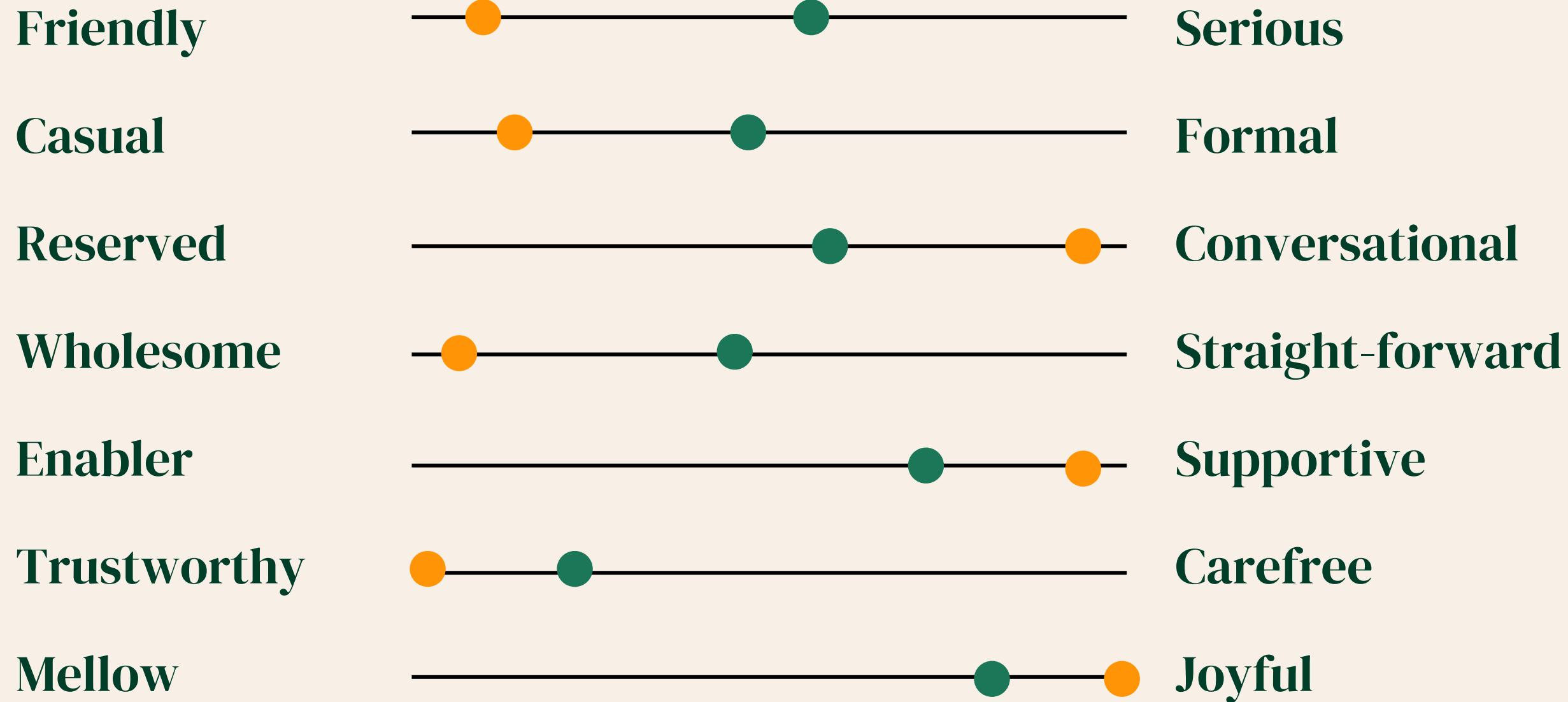
Brand Communication Guidelines

- ✔ Warm & Friendly dialogue
- ✔ Humor & relatable wit
- ✔ Supportive messages
- ✔ Food puns & wholesome jokes
- ✔ Conversational, "we've got your back" vibes

- ✘ Overly formal language
- ✘ Preachy "you need this" tones
- ✘ Guilt-driven messaging
- ✘ Insensitive jokes
- ✘ Pushy or overly promotional sales talk



Brand Tonality Scale



● where we are

● where we want to be



We're having a sale

**Skip the checkout
lines, not the savings.
Grab the big deals
before they're gone!**



Newsletter Sign-ups

**If newsletters were
snacks, ours would
be the one you would
never want to share.
Sign up now!**



Package Product Insert

**Your fridge is full,
your time is saved,
and you aren't tired.
You win!**



Hero

“More moments, less errands.”

A campaign that follows a family where Instacart gives them back time to create special moments—a dad making it to his kid’s soccer game, a couple having a spontaneous dinner, or a roommate crew hosting a game night.

Hub

- **A UGC-driven campaign where people share their grocery adventures**
- **Relatable grocery memes, reels, and stories**
- **Seasonal recipe roundups (e.g., “Fall Favorites”)**
- **Quick dinner idea videos for busy weeknights**



Hygiene

- **Relatable FAQ Section for Everyday Questions**
- **Step-by-Step Guides for First-Time Users**
- **Testimonials of customers**
- **Forgot Something? Add it to your cart later on (Feature Spotlights)**
- **Reels on BTS content, brand story and vision**
- **Blog posts about grocery shopping tips**



Full



Fridge,

Fuller



Life

It's time to cook!



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