

This document is a guideline on how to describe campus dining in the Grubhub app in marketing copy, specific to the pickup service.

Value Propositions

- **Time:** Save time. Order ahead for pickup.
- **Convenience/Mobile:** A quick and easy way to order and pay for your on-campus food from any mobile device. Instead of waiting in long lines at on-campus restaurants, order ahead through the Grubhub app.
- **Multiple Payments:** Pay with any card, even your campus card! (*Meal plan, Dining Dollars, Dining plan, Flex, Swipes*)

Other ways to talk about Value Props

- **Time:** Take back your time and focus on the things that matter. Instead of waiting in a long line at your campus restaurants, place a pickup order through campus dining in the Grubhub app.
- **Ease:** Order from nearby on-campus restaurants, pay with your campus card and pick up your food. Grubhub makes it easy.

How to sign up for campus dining in the Grubhub app (manually)

Without a deeplink, vanity link, or geolocation on

1. Download the Grubhub app & sign up
2. Go to My Grubhub > Settings > Campus Dining
3. Confirm your campus
4. Browse restaurants on campus and start ordering pickup!

How to sign up for campus dining in the Grubhub app (via email)

Email must be deeplinked with this url

1. Download & sign up on the Grubhub app using the button below
2. Confirm your campus
3. Browse restaurants on campus and start ordering pickup!

How to sign up for campus dining in the Grubhub app (via physical signage)

1. Visit [grubhub.com/campus]
2. Download & sign up on the Grubhub app
3. Confirm your campus
4. Browse restaurants on campus and start ordering pickup!

How to use the service once you are signed up

1. Toggle between ordering on-campus pickup or delivery
2. Once you've placed your on-campus order for pickup, we'll notify you when your food is ready.
3. Skip the line and pick up your food at the Grubhub pickup sign.

General CTA language

- Download the Grubhub app today!
- Order food for pickup now!
- Try campus dining in the Grubhub app today!
- Order ahead for pickup.

Campus Voice Copy

Examples for how the campus can share campus dining in the Grubhub app with students. These examples have a bit more personality and go into specific student examples of how this service can help them through college.

- Welcome back to campus. We're here to make your hectic life easier.
- This semester, campus dining in the Grubhub app makes saving time easier for you!
- Grubhub is the mobile food ordering option for on-campus restaurants!
- Grubhub's campus dining feature lets you order ahead from on-campus restaurants and pick up your food. No waiting, no hassle.
- Pick up your favorite snack in between classes and order food for pickup through campus dining in the Grubhub app.
- Start this semester off right! Order your favorite food for pickup now.

