



Instacart Spotlights Stress-Free Holiday Celebrations with New Brand Campaign

November 13, 2023

Don't Panic, Just Instacart: 'Tis the Season to Tap Into "The Holiday Rescue App"

Seven-Week Integrated Campaign Includes Nationwide Sweepstakes for 52 Lucky Instacart Shoppers to Win Free Groceries for a Year

SAN FRANCISCO, Nov. 13, 2023 /PRNewswire/ -- Instacart (NASDAQ: CART), the leading grocery technology company in North America, today announced "The Holiday Rescue App" – its most extensive holiday campaign yet, which reinforces its position as an indispensable partner to families throughout the entire holiday season. "The Holiday Rescue App" brand campaign will run for seven weeks in the U.S. and Canada and features multiple campaign extensions, from hosting family and gifting the ultimate presents to preparing for New Year's Eve celebrations. The new creative spotlights how Instacart is the one-stop destination that can serve every holiday need.

"Instacart's breadth of selection from more than 1,400 retail banners enables consumers to shop all of their holiday needs, including last-minute ingredients, holiday decor, presents, Christmas trees, and spirits this Thanksgiving through New Year's Eve and beyond," said Jasmine Taylor, Senior Director of Marketing at Instacart. "We know that unexpected curveballs are a constant during the holidays, so this campaign comes with a promise to save the day - and consumers' sanity. We're reminding busy families that we can rescue them all season long from the holiday madness."

Additionally, to help celebrate the Instacart Shopper community, we're launching a nationwide sweepstakes for 52 lucky shoppers who will win free groceries for a year. The sweepstakes runs from November 20, 2023, until January 1, 2024; Each batch Instacart Shoppers complete during this period counts as an entry to the sweepstakes, with holidays counting for 2x entries.

Multiple CPG brand partners are activating within the campaign to help inspire busy heads of household as they prepare for all of their holiday festivities, including Campbell's, Conagra Brands, Diageo, Edwards Desserts, Hormel Foods, Kodiak, McCormick, Molson Coors, Mondelez, and Moët Hennessy in the U.S., and Hershey, Kellogg's, Conagra Brands and Mars Wrigley in Canada. Instacart's retail co-marketing campaigns will all feature "Holiday Rescue App" messaging and creative showcasing the breadth of its retail banner assortment and selection with gifting options across beauty, sports, home improvement, petcare, and spirits.

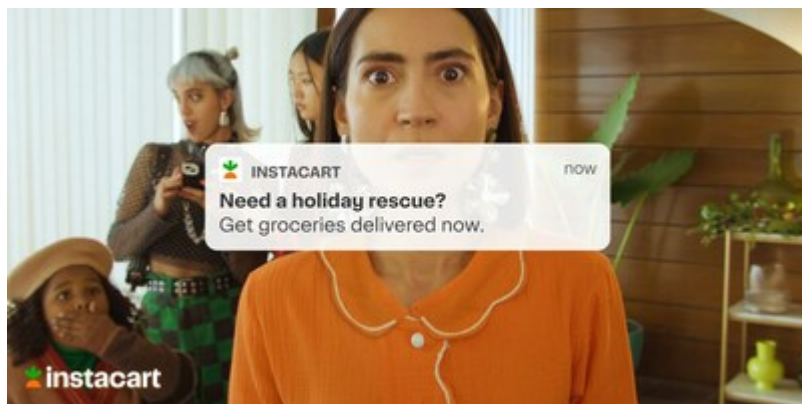
Instacart is taking a full-funnel approach with "The Holiday Rescue App" integrated campaign. Media will run across linear TV, OTT, search, YouTube, paid and organic social, influencer, audio, direct mail, and CRM to reach the widest audience possible. The campaign was created in-house by Instacart's Creative Studio and Marketing teams.

*NO PURCHASE NECESSARY. Open to current Instacart full-service shoppers in the U.S. (or D.C.), excluding New York and Florida, 18 years or older. Void in NY, FL and where prohibited. Sweepstakes ends 1/1/24. [See Official Rules](#) for complete details. Sponsor: Maplebear Inc. dba Instacart, 50 Beale Street, Suite 600, San Francisco, CA 94105.

About Instacart

Instacart, the leading grocery technology company in North America, works with grocers and retailers to transform how people shop. The company partners with more than 1,400 national, regional, and local retail banners to facilitate online shopping, delivery and pickup services from more than 80,000 stores across North America on the Instacart Marketplace. Instacart makes it possible for millions of people to get the groceries they need from the retailers they love, and for approximately 600,000 Instacart shoppers to earn by picking, packing and delivering orders on their own flexible schedule. The Instacart Platform offers retailers a suite of enterprise-grade technology products and services to power their e-commerce experiences, fulfill orders, digitize brick-and-mortar stores, provide advertising services, and glean insights. With Instacart Ads, thousands of CPG brands – from category leaders to emerging brands – partner with the company to connect directly with consumers online, right at the point of purchase. With Instacart Health, the company is providing tools to increase nutrition security, make healthy choices easier for consumers, and expand the role that food can play in improving health outcomes. For more information, visit www.instacart.com/company, and to start shopping, visit www.instacart.com.

For anyone interested in becoming an Instacart shopper, visit <https://shoppers.instacart.com/>.





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