

vbat superunion

Brief set by
VBAT | Superunion

Brand a bike hire scheme in your city

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Deadline

4 May 2020, 5pm GMT

The back story

As the leading creative studio in Amsterdam, VBAT know a thing or two about bikes. Based in the world's cycling capital, cycling is at the very heart of Amsterdam's culture.

But cycling has taken on a whole new audience of keen bikers across the world in recent years thanks to improved cycling networks, a dedication to lowering carbon emissions and, importantly, city-based bike hire schemes.

These bike hire schemes take a number of guises, from tap and pay docks to GPS drop-offs to new schemes offering [monthly leases](#).

While they are popular, their brand identities can be lacklustre and uninspiring, and don't share an identity with the cities they're based in. This means they tend to rely on regular customers and word of mouth, rather than their ability to use their own products as a free marketing tool.

What's the challenge?

(Re)Imagine the identity of a local bike hire scheme in a city of your choosing. This can be one that already exists or a new scheme.

Pick either a GPS, dock based or monthly lease bike scheme, depending on what makes the most sense to your chosen location. This challenge is all about the brand identity for your scheme. Don't get hung up on what makes this scheme different from others, but instead how your identity can encourage people to opt for a bike over other options.

Your identity should consider the opportunities bike hire can offer someone in your city, the experiences they'll encounter and create an identity that sells this opportunity.

Who are we talking to?

Tourists and locals, the possibilities are endless. Your identity should seek to inspire a wealth of people to take up cycle hire in your chosen city. From encouraging locals that cycling to work is more fun, to promoting all your chosen city has to offer on the saddle to someone who has never been there before.

Things to think about

How to sell cycling

Cycling around a city you don't know can be an intimidating concept. How can your brand identity show the opportunity as an adventure rather than something daunting?

How to promote your city

The best way to promote cycling is by promoting the city itself. No one wants to cycle somewhere they find uninspiring. How can you use your identity to sell both the fun of bike hire and the city it's based in?

How to use multiple touchpoints

The bike itself is obviously a great way to get people interested, but think beyond this. Consider where your brand will live and how you can incorporate this into your identity. For example, how could you make the bike pick up feel branded?

How to incorporate sponsors

Many bike hire schemes are run in partnership with sponsors (for example, Santander in London). Is there a way your identity could incorporate sponsorship?

The important stuff

Your idea should include:

- A name and logo that reflects your bike scheme's positioning
- An example of a bike wrap and stand
- Wayfinding (digital or physical)
- At least two other touchpoints. This could be a card for the scheme, apparel or something else that shows off the brand.

What and How to Submit: Read ***Preparing Your Entries*** before you get started for full format guidelines.

Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).