

Schwinn

Jake Bevis

Why I don't ride bikes

- ❑ Cars are faster
 - ❑ Too hot in the South
 - ❑ Live in suburbs
 - ❑ Pedestrians suck
 - ❑ Other cyclists suck
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Background

- ❑ Schwinn has been part of the cycling heritage for more than 100 years
 - ❑ In 2001 it was purchased by Pacific Cycle at a bankruptcy auction
 - ❑ Ever since then it has been ridiculed as a low-end bicycle manufacturer
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Creative Brief

Why am I advertising?

- ❑ To reinforce Schwinn as a leading supplier of all types of bicycles
 - ❑ To increase sales of road, hybrid and electric bicycles
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Whom am I talking to?

- ❑ Casual and serious cyclists who ride for sport
- ❑ People concerned about environmental impact
- ❑ Those who are on a tight budget and are worried about rising fuel/energy prices
- ❑ Health-conscious individuals
- ❑ City dwellers



What do they currently think?

- ❑ “Bikes are nerdy and childish.”
- ❑ “Cycling is for yuppies.”
- ❑ “Schwinn isn’t any good since I can buy it at my local discount store.”



What would I like them to think?

- ❑ “Cycling makes economic and environmental sense while keeping me healthy. Plus, it’s fun!”
- ❑ “Schwinn is a quality brand that has both an economical line found at department stores and high-end models found at bicycle shops and online.”



What is the most persuasive idea?

Schwinn will make your life easier with its various high-quality and affordable cycling options.

Why should they believe it?

- ▣ **Selection:** Wide variety of types to suit any individual's interests and needs
 - ▣ **Quality:** High-end models are readily available and affordable
 - ▣ **Impact:** Cycling has been proven to increase health, decrease spending on gas/energy, and decrease carbon footprints
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The Power of You



2 Print Ads



Schwinn

The Power of You



Why would you choose road rage over an express lane?

The world is only going to get more populated. That means more traffic, longer commutes and more headaches. Schwinn is here to help you bypass the motionless and get your life moving. Everyone needs an advantage, why not Schwinn?

Schwinn

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EXXON

Regular

4 9 9 $\frac{9}{10}$

Plus

5 0 9 $\frac{9}{10}$

Supreme

5 1 9 $\frac{9}{10}$

Self

Why would you choose fossil fuel over man power?

Fuel prices are only going to get higher, the air is only going to get more polluted and you aren't getting any more fit sitting behind a wheel. Why don't you do something about it? Schwinn is here to help you keep the Earth and yourself healthy while keeping your wallet fat. Everyone needs an advantage, why not Schwinn?





TV/Web Spot

OPEN ON WOMAN
SQUEEZING HER BELLY FAT IN
THE MIRROR



Music: Queen – Bicycle Race

“I want to ride my bicycle”

GUY SEES RISING GAS PRICES
ON THE NEWS AND HAS A
LOOK OF DISAPPROVAL



“I want to ride my bike”

BUSINESS MAN LOOKS OUT
WINDOW AND SEES TRAFFIC
WILL MAKE HIM LATE TO
WORK



“I want to ride my bicycle”

ALL THREE GETTING ON BIKES
IN UNISON IN A SPLIT SCREEN



“I want to ride it wear I like”

ALL THREE WEAVING IN
TRAFFIC IN SPLIT SCREEN



"I want to ride my bicycle"

THEIR STREETS CONVERGE
AND TRAFFIC DISAPPEARS AS
MANY OTHER CYCLISTS JOIN
THEM



People: "Bicycle! Bicycle!
Bicycle! Bicycle! Race!"

LOGO AND TAGLINE

Schwinn
The Power of You

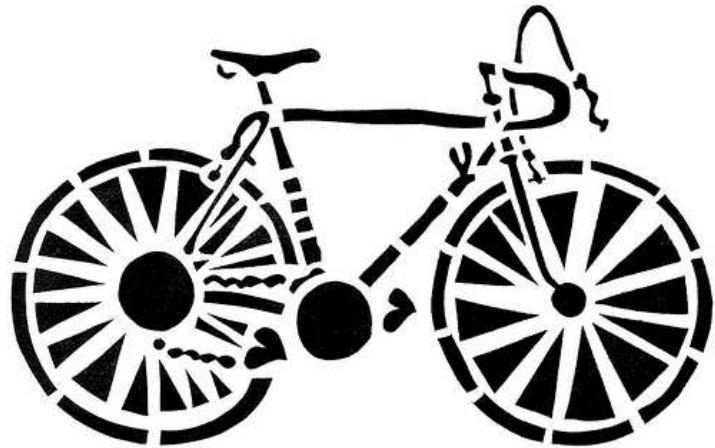
SFX: Bicycle bells

Announcer: Life is tough. Times are hard. Schwinn is here to help. We run on the most reliable energy source: human power. Schwinn: the power of you.



Outdoor/Guerrilla

Chalk Signs - Comparisons



- This makes you skinny while saving you money
- This keeps the environment healthy and your wallet fat



- This makes you fat while wasting you money
- This kills the environment while draining your bank account



Bikevertising

Bikevertising

What better way to
advertise a bike than
with a bike?

Schwinn Chauffeurs

- ❑ Tandem bicycle teams
- ❑ Cater to victims of traffic jams in cities
- ❑ Free of charge
- ❑ Hand out Schwinn Swag to participators and non-participators
- ❑ Health, budget, environmental information



Cycloscreen

- ▣ Developed in Germany
- ▣ Use during early morning and evening hours
- ▣ Professional rider who can show off to get attention
- ▣ Schwinn on back wheel
- ▣ Calories burned, money saved, impact on environment



Cycloscreen