

## Best practice example - Czech Republic

### **E-bike - perfect advertisement**

To run successful business without tailor-made well-founded advertisement is highly inefficient. E-bikes represent modern and attractive type of transportation and the advertisement on them can effectively reach the right audience. These aspects could be effectively used from marketing and promo point of view. Pedelecs largely offer up to now unused possibilities of company brandings. By prints, stickers, notice holders or colouring of bike parts this innovative, eye catching street advertising medium attracts attention wherever it goes, delivering high-impact impressions at a very low cost per thousand.

The number of companies thinking to invest in bike fleet is increasing Comparing to 2009 where only 5,7 percent of the companies in the Czech Republic were interested in such an issue, the numbers in 2011 show increase up to 12,4 percent. The printed advertisement is variable can be designed and installed on the frame, rim, wheel (discs) or battery on e-bike and can be seen by thousands of people every day. As the bike itself can reach those secluded places other vehicles are not allowed, the advertisement is spread out largely than by using other types of transportation.

There are many ways and how to make an advertisement on-bike visible and efficient without bad taste and while keeping full functionality of the bike all at once. To use e-bike as an advertisement tools is lasting, non-invasive and quite very price reasonable way of company presentation. Not only thru the stickers the company has its promo but thru its visibility on an ecological vehicle - as firm supporting the environment and taking part in the *green transportation*.



As set sample among others is a fleet in Česká pošta (Czech Post). The fleet (240 electrical bikes and 917 bikes) is used by employees on daily working routine based and e-bikes with stickers with the company logo "travels" around the city. Even the organization of festival may benefit from the original propagation - the production of festival "Tanec Praha" (Prague dance) - 23<sup>rd</sup> International Festival of Contemporary Dance and Movement Theatre - used in June 2011 e-bikes not only as transportation (and moving advertisement) but as a cashier in the same time. Multifunctional e-bikes provided transportation to the festival organisers and photographer. With e-bike they managed to be on several places at the same time. On the other hand e-bikes themselves attract attention and that was the right impulse people untouched by



the up to that moment started to search for further info.



With little constantly growth of using bikes, the significance of *bike advertisement* is growing in importance and it would be a pity not to exploit it for a multi-way benefit.

### BOX OF ADVICE

- + The stickers must not stand in the way to bike utility. To use with a sense all the parts of e-bike in accordance of e-bike function.
- + This innovative, eye catching 'street' advertising medium attracts attention wherever it goes, delivering high-impact impressions at a very low cost per thousand.
- + The municipalities could use this type of advertisement connected to many issues - public notices and announcement, to distribute variable info which should be known widely.
- + To present municipality as a subject fully supporting "green" transport and pedelegs as a nature part of a life.
- + Thru announcement on pedelegs - real possibility to make an union between municipality and enterprises taking part CSR - company proving the pedeleg, municipality additional supportive services thru parking slots, special cycle lines etc.

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