

A **ROOM** with a view of the future

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Cycling - 2012 -2013: Two Great Years For Cycling

In 2012 cycling was put on the map. The London Olympics saw 18 Gold, 18 Silver and 19 Bronze medals won across cycling events. UK road cyclists Bradley Wiggins and Lizzie Armistead and track cyclist Chris Hoy became national heroes in the UK.

The Tour de France saw a 25% increase in viewing figures in 2012-2013. On-line the Tour de France had 925,000 Facebook fans, 150,000 Twitter followers and 800,000 related apps downloaded.

The increased profile of sport cycling is inspiring the general public and especially children to get on their bikes.

Brands are not blind to this shift in cycling trends. Bicycle retailer Halfords saw a 12% rise in sales of their top end bikes in July 2012, Wiggins signed sponsorship deals with retailer Fred Perry and Sky ProCycling.

1 Halfords' 'Get on your Bike'

In June 2013 Halfords premiered their 'Get On Your Bike' advert on UK television.

The ad embraces the cycling is for everyone philosophy, beginning with professional sports cyclists and gradually introducing cyclists from all walks of life including: mums with kids, business people and BMXers.

It's an inspiring and fun advert, showing how brands are paying attention to social trends that have grown out of sporting success.

On You Tube Halfords posted a behind the scenes video 'Cycling Tribes' which includes some inspiring testimonials.

See the Video: [YouTube 1](#)

See the Video: [YouTube 2](#)



Credit: Halfords

2 Evans & Hoy Bikes

Evans Bikes and Chris Hoy, 11 time world champion and 6-time Olympic champion track cyclist, teamed up to promote a new range of bikes.

The ad itself features photos of Hoy riding various bikes throughout his childhood, with a nostalgic voiceover by his father. The ad concludes with adult Hoy referring to the HOY bicycle he stands with as “my first bike”

This ad takes us on a journey, focusing on memories, aspirations and personal success rather than the details of the brand or product. The photographs in the ad could easily be used for other types of advertising.

See the Video: [Evans & Holy Bikes](#)



Evans and Hoy Bikes, advert created by Toast, directed by John Gradwell

3 User Generated Cycling Tutorials

User generated videos are helping to push cycling awareness. Bloggers are talking about safety, the best routes, latest tech, and using personal testimonials to improve the cycling experience. Through this they are indirectly promoting brands!

User generated tutorials at bikewagon.com are a great showcase for brands

See the Video: [YouTube](#)



Credit: Bikewagon.com Suspension Forks 101 - Bikewagon Community College

4 Brands Go User Generated

Big name Brands have been turning to user generated content to promote their products.

Mongoose teamed up with urban and stunt cyclist Chris Akrigg to promote their brand. Akrigg creates videos for his blog detailing specific safety functions and the capabilities of Mongoose bikes.

See the Website: chrisakrigg.com



Credit: Mongoose with Chris Akrigg

5 Cities go By Bike!

The last couple of years has seen a big push by local governments in major cities across the globe to encourage cycling.

From bicycle rental schemes, to ad campaigns across public transport, billboards on TV and in the press.

The ads focus on the mental and physical health benefits and the environmental impact.



Credit: Better By Bike



Summary

Room has an exciting cycling brief for you to tackle. The aim of the brief is to get user generated content that clients love.

Like the Evans & Hoy commercial, our brief focuses on what cycling means to people, the emotional context and the variety of ideas cycling conveys from health, leisure and exercise to connection, identity and belonging.

Take inspiration from this trend: the Cycling Tribes, the colors and environments used in ads. The reasons people cycle: sport, a day out or getting to work. The variety of people: kids, families, seniors...

We don't want you to advertise brands of bikes, but remember there are lots of different types of cycling from stunt, urban, racing, mountain, road, folding, tandem, trikes, and Christiania bikes. Oh, and pink ones with tassels on the handlebars!

You can upload to our Cycling Brief here >

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