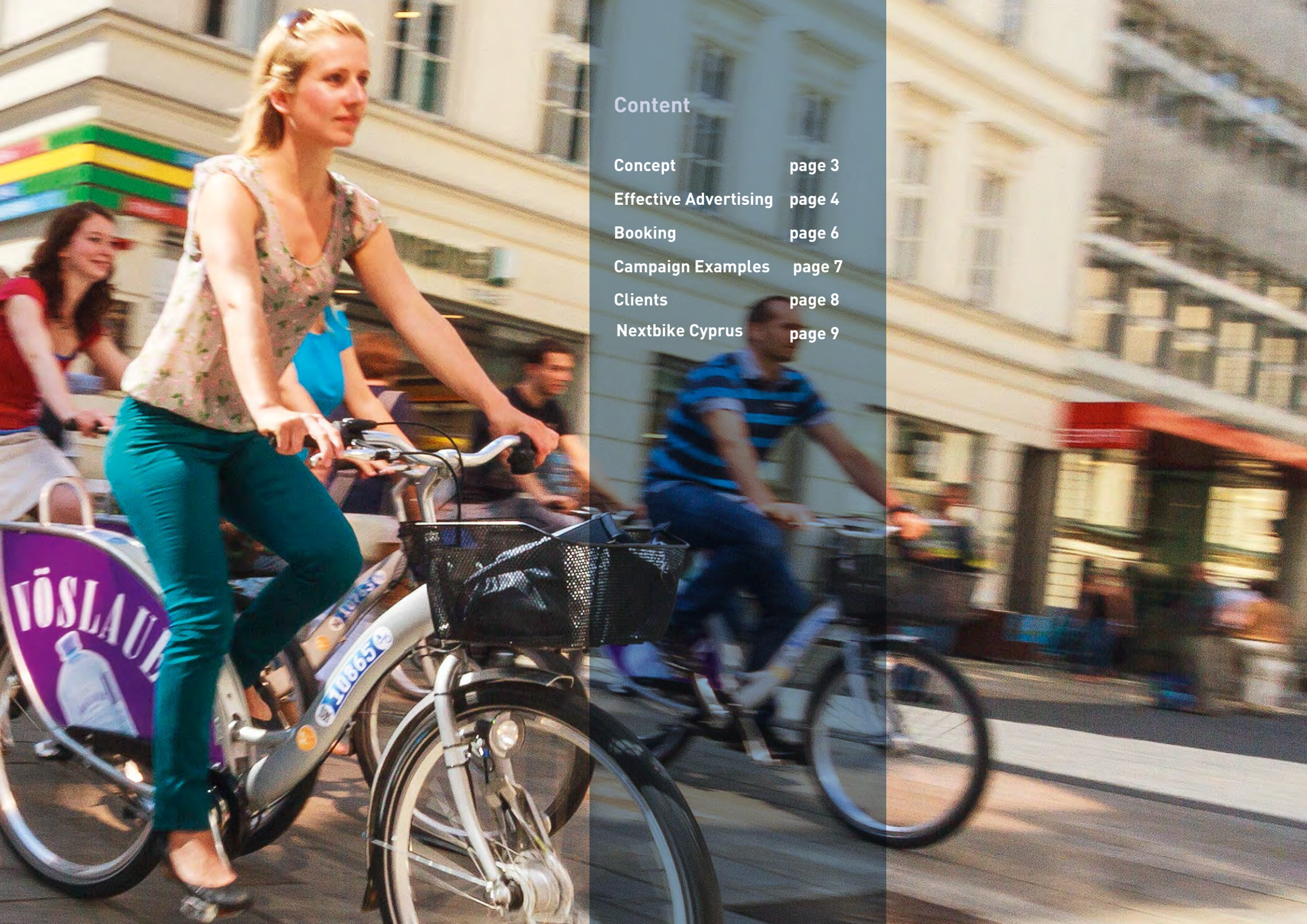




**The nextbike
AdBike.**

nextbike 



Content

Concept	page 3
Effective Advertising	page 4
Booking	page 6
Campaign Examples	page 7
Clients	page 8
Nextbike Cyprus	page 9



Limassol Project:

25,000 registered users

95,000 trips

85,000 monthly views on our Facebook page

17,500 visits per month on our website

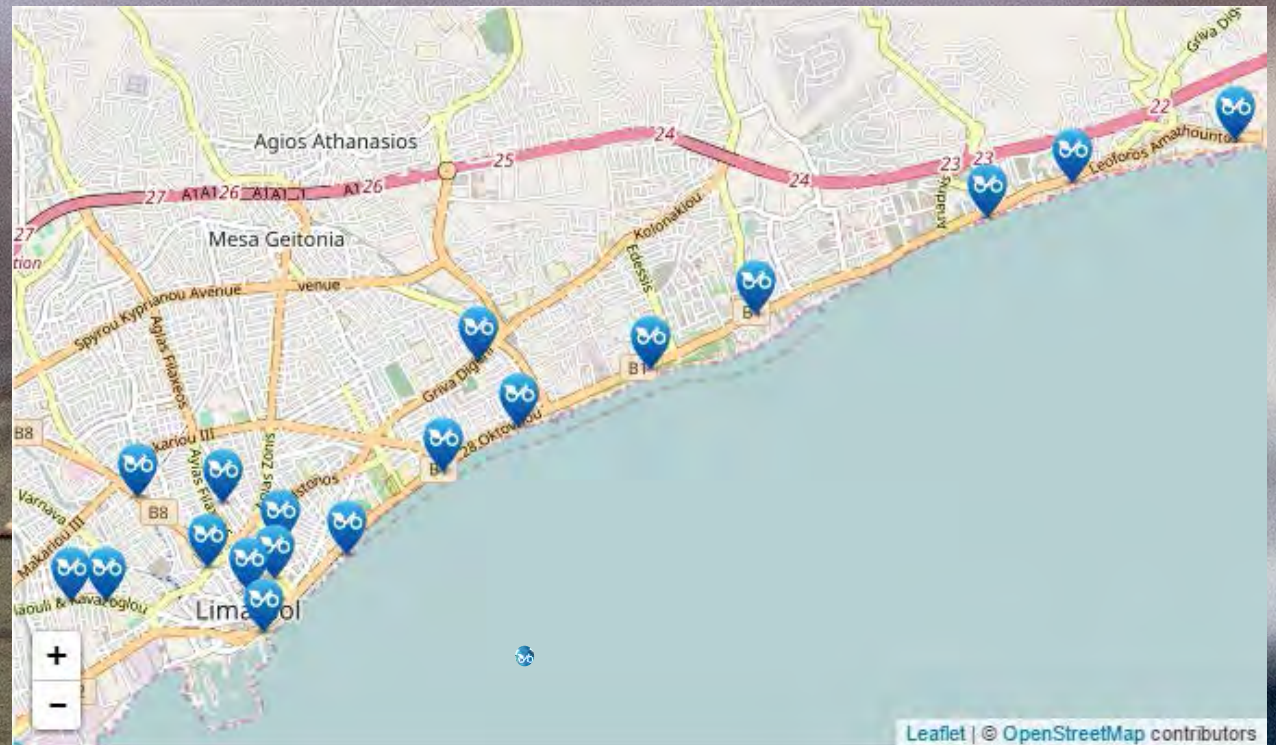
BikeAd.

Advertising on wheels.

Bike riding is environmentally friendly, healthy, cheap and fun. It's no wonder then, that, there are more than 35,000 nextbike rent-a-bikes in over 100 cities worldwide.

35,000 bikes that are ridden by, on average, 105,000 people every day – who take their bike ad campaigns to all the hotspots around any city. Whether it's on the streets, in pedestrian zones, public squares, busy intersections or in recreational areas: nextbikes are always seen, either on the move or waiting for the next rider.

The below map exercise shows our various stations in Limassol. For the full map, please click on the map to be directed to the link or visit our website www.nextbike.com.cy



Limassol Scheme Size: 172 nextbikes / 22 Stations Population: 237,000 Tourists per/year: 400,000

Nice! 90.7 % of all people asked face to face (including the people in the picture) found advertisements on nextbikes totally fine.

90,7 %

TV Ads

Billboard Ads

WEB Ads

82%

77%

56%

Here and there.

nextbike – The advertising vehicle which has invented a whole new medium

nextbikes can't be pigeon-holed. Advertising space? Mobile outdoor advertising? Promotion? nextbike is all of these – and opens up new avenues ... Regardless of the exact definition, one thing is clear: Your campaign is on the move.

Unlike billboards, curbside ad boards, bus shelters or the like, we take your message directly to your target audience, without interfering with the cityscape. Thus, you are seen as neither a disturbance nor intrusive – on the contrary, you are promoting sustainable urban mobility.

See and be seen!

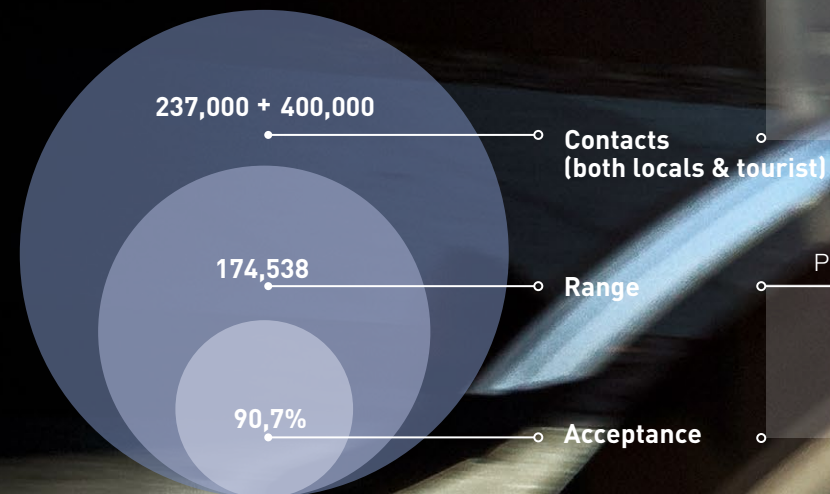
Success is measurable.

The world is mobile. It's getting harder to reach your target audience via in-home media like TV, newspapers etc. Out-of-home and ambient media are becoming even more important. But here, too, there is over-crowding. New ideas are needed to strengthen media impact.

That is probably why more and more clients and brands are using the positive image of rent-a-bikes to spread their campaigns in a sustainable and highly visible way.

A German study that was carried out in 2013* examined various media (including the advertisements offered by nextbike) for outdoor mobile, stationary and digital advertisements. Nextbike UK carried out a study on the basis of the sample data made available through the aforesaid German study and applied same to evaluate the estimate of nextbike advertisement viewers. The results, when applied to nextbikes, show a 27.4% "Opportunity to See" the advertisement and a 90.7% "Acceptance" rate which was much higher than any other means of outdoor advertisement. This means that this form of advertisement is perceived as a more acceptable means (in comparison for example to billboards etc) and people are more sympathetic towards this method of advertisement.

We have applied the same percentages to see the results for our Limassol project:



OTS · opportunity to see

27.4%

PPM · Price per Person per Month

€ 0.08

One bike, 2 Advertising panels: It's this simple.

1.

Who, what, how

Talk to us: info@nextbike.com.cy

2.

Customized proposal / quote

After a thorough needs-based consultation, you will receive a customized proposal / quote from us.

3.

Cut & go

Simply send us your files, we print your advertisements, produce the panels and set your campaign in motion!

Your fore-runners.

Small investment, big result.

Your classic advertising campaign can be complimented using promotions, guerrilla marketing, flash mobs and events

Extend your competitions on Facebook, use our SMS service for further communication or let a QR code do the talking for you.

Wir sind das GE in GERadelt und GEladen



In 2012, the wind turbine manufacturer General Electric ran a nextbike campaign in Berlin und Hamburg. GE's umbrella brand campaign used the slogan, "We are the GE in Germany" They used a similar play on words for the bike advertisements: "Wir sind das GE in GERadelt und GEladen", meaning, "We are the GE in cycling and charging". A USB port built into the bike basket allowed users to re-charge their mobile phones/cell phones whilst cycling. In this way, the sustainable energy generated by GE was experienced in a haptic and genuine way.

NIVEA Pure & Natural Campaign



Nivea's "Pure & Natural" product line was advertised on nextbikes for the second time in 2012. The campaign ran for two months in 11 major German cities.



Wir sind das GE in GERmany

Eine weitere umweltbewusste Idee, gesponsert von GE:
Jetzt nextbike fahren und dabei Handy laden.



Clients

go all in for
fc bayern.
adidas.com/uclfinal

go all in for
chelsea fc.
adidas.com/uclfinal

Jeden Tag frisch
unterwegs!

Leuzer Lemon

DO NOT DRINK AND DRIVE

ABGEFAHREN!
OFFENBACHS
GRÖSSTER ELEKTROFACHMARKT:
SATURN

GÜNSTIG UNTERWEGS.
MIT UNS DEUTSCHLANDWEIT!

Jetzt zur günstigen Energie wechseln!
www.rheinpower.de

RHEINPOWER

2DF
Fußballstrand

NIVEA DIE NATUR MACHT
ALLES SCHÖNER.
AUCH IHRE HAUT.

NIVEA pure & natural

7. BIS 18. JUNI
RELATIONS
INTERNATIONALES THEATERFESTIVAL

MIK

Timberland

TIMBERLAND STORE
Neumarkt 9 · Leipzig

VÖSLAUER

DriveNow

Überall einsteigen. Überall abstellen.
drive-now.com Car Sharing von BMW, Mercedes-Benz, VW, Opel, Ford, Renault, Nissan, Suzuki

Wie Bike Sharing, nur mit Auto.

LARJ LEVEL

City, country, target audience.

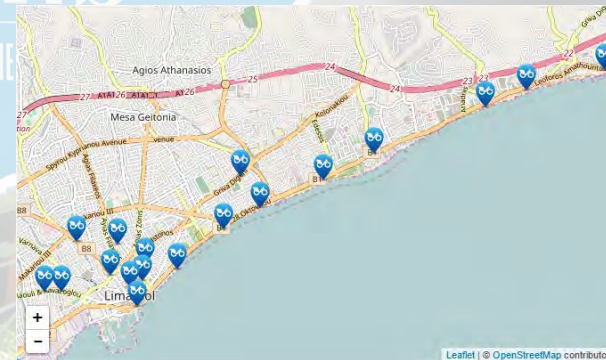
City, country, target audience. As so often happens, location is everything.
We are present in the following locations:

- 🚲 Molos
- 🚲 Old Port
- 🚲 Enaerios
- 🚲 Crowne Plaza
- 🚲 Dasoui
- 🚲 Potamos Germasogias
- 🚲 Drops
- 🚲 Armonia
- 🚲 Amathus
- 🚲 Pareklisia
- 🚲 The Market Fair
- 🚲 Plateia Iron
- 🚲 A.Themistokleous
- 🚲 Athinon 1
- 🚲 My Mall
- 🚲 New Port
- 🚲 Limani/Port
- 🚲 Pefkos hotel
- 🚲 Misiaouli & Kavazoglou
- 🚲 Fota Polemidion CHS Fitness
- 🚲 Lemongrass
- 🚲 Gymnastirio Tepak
- 🚲 Aphrodite Hills

* See more locations at www.nextbike.com.cy

7. BIS 18. JUNI
RELATIONS

INTERNATIONALES THE





Use it, don't wait!

The opportunity to advertise with our bikes and terminals in Limassol is here! Our Limassol project is available for full or partial bike panels and terminals advertisement as at 1st June 2017. Don't wait too long before this unique opportunity is taken!

www.nextbike.com.cy





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