



The nextbike AdBike.



PUBLIC BIKE SHARING:

An effective medium which boasts values that any socially-responsible organisation should be striving to sponsor!

nextbike 

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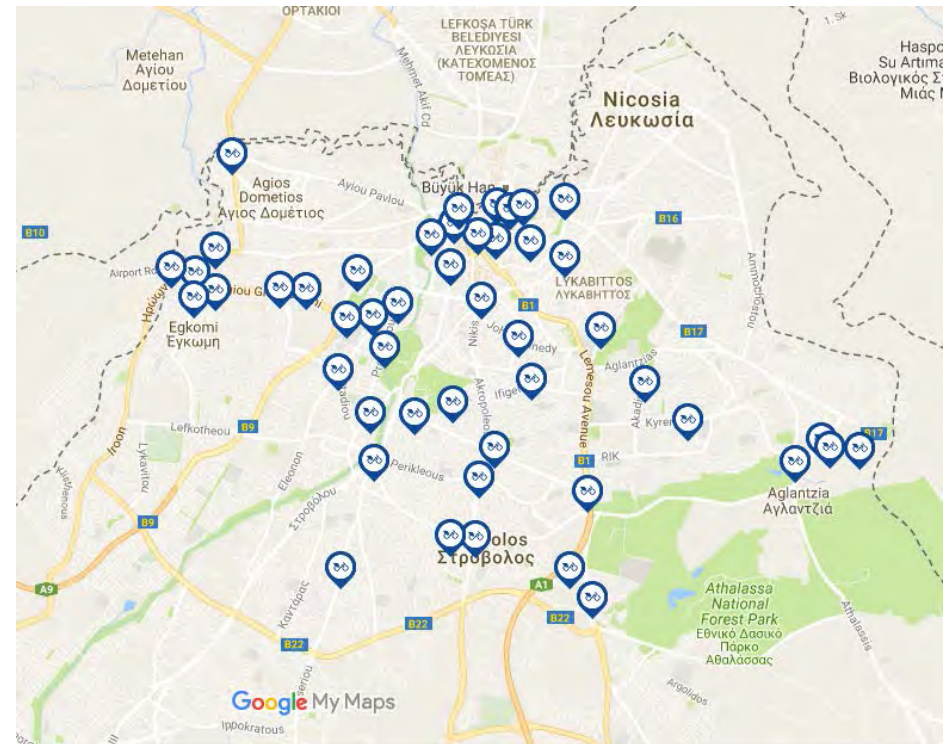
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Location, location, location!

As so often happens, location is everything!
In Nicosia we will be present in the following locations:



Nicosia Scheme Size: 300 SmartBikes / 27 Terminals
Population: 330,000

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? CSR? 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 – to the contrary, you are promoting sustainable urban mobility.

See and be seen!

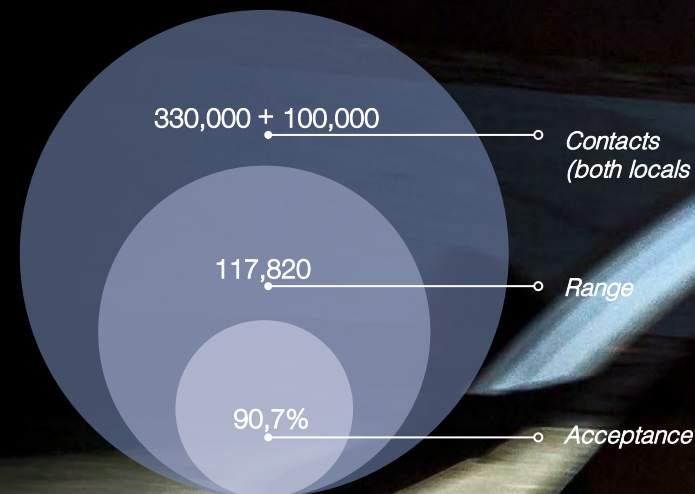
Success is measurable.

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 Nicosia project:



OTS · opportunity to see

27.4%

PPM · Price per Person per Month

€ 0.14

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

■ The assessment of the locations of our terminals is made on the basis of essential criteria such as visibility, accessibility, vicinity and popularity.

■ Core locations have thousands of daily passers-by and the below are just average data of possible numbers of viewers:

Location Average Traffic Data

Solomos Square*	50,000 daily passers by
Strovolos/Perikleous Avenue**	18,250 cars daily
Griva Digeni Ave to Nicosia, near Sideris shop**	21,350 cars daily
Griva Digeni to McDonalds traffic lights**	21,350 cars daily
Agiou Nikolaou - Opposite the main entrance of McDonalds Engomi**	20,550 cars daily
Athalassas Avenue next to EIMF**	10,800 cars daily
Armenias / Ifigenias crossing**	9,000 cars daily
Kennedy Avenue. APOEL building**	14,500 cars daily
28th Oct. Street**	9,500 cars daily
Georgiou Griva Digeni (next to Honda)**	21,350 cars daily

*www.nicosia.org.cy/en-GB/discover/squares/solomou

**www.nicheadv.com/billboards.asp?district=1

SHARED VALUES AND PRIORITIES

– a bike for your ideas!

The project that offers more than just advertisement space!



THE IMPACT:

-  Environmentally friendly complimentary means of transport offered to the public! Seamless integration with public transport!
-  HR Values: Added benefits to the sponsor's personnel! (free bikes and bonding trips)
-  Good community Relations and Values!
-  Supporting Students & Higher Education!
-  Zero CO2 emissions or other pollution!
-  Supporting Businesses!
-  Committed to Sustainability!
-  Profitability for its users!
-  Transparency!



HOW CITIBANK BOUGHT A CITY





SPONSORSHIP CASE STUDY

Citibank's succesful sponsoring of
the NYC bike hire system

+17POINTS

Has increased popularity
(internal tracking).

+16%

Raise of new checking
accounts and credit cards.

+14POINTS

Is a company
"for people like me".

+40%

Raise of consideration
of product.

+12POINTS

Has developed Citibank's image to
be an innovative company.

+25%

Raise of the brand
perception.

Has shifted the overall negative
image to a positive one.



Source: Businessweek (2013): <http://www.businessweek.com/article/2013-10-31/citi-bike-citibanks-new-york-marketing-coup#p2>
nurun case study (2015): <http://www.nurun.com/en/case-studies/citi-citi-bike/>

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.



Clients



Price list

The nextbike AdBike.

nextbike 

1 Nextbike = 2 panels

Media Price List

1 – 19 Bikes	€80 per bike/month
20 – 49 Bikes	€75 per bike/month
50 – 99 Bikes	€70 per bike/month
100 – 199 Bikes	€60 per bike/month
200 – 300 Bikes	€55 per bike/month

Production costs

1 to 172 bikes _____ 30 Euro

Example:

Booking 20 bikes:

Media Price 20 x 75.00 EUR and 30 x 20
EUR production incl. installation

Terminals:

€150 per terminal / month

Station Production _____ 100 Euro

Details:

- Exclusive layout
- All prices are net (VAT not included)
- Partial bookings possible for any number of bikes.
- Artwork to be handed in advance.

Advertising on the nextbike App

Free advertising on the Next Bike App
when advertising on our Next Bikes

Bike number: **99922**

Bike code:

0230

Please open the lock with the code.

Report problem

Close

YOUR AD HERE



nextbike





Use it, don't wait!

The opportunity to advertise on our bikes and terminals in Nicosia is here! Our Nicosia project is available for full or partial bike panels and terminals advertisement.

Don't wait too long before this unique opportunity is taken!

www.nextbike.com.cy

Opportunity to Stand Out
and Ahead in the
Frontline!



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RENT A BIKE
nextbike

6750
Limassol

nextbike

First 1 hour: €2
Per ongoing hour: €1
24 hours: €8

free WiFi ZONE

777 88 323
+357 99408094

nextbike.com.cy

Mobile Apps for nextbike

App Store | Google Play | Microsoft

SUCCESS IS MEASURABLE!