



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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Limassol Project:

25,000 registered users

95,000 trips

17,500 visits per month on our website

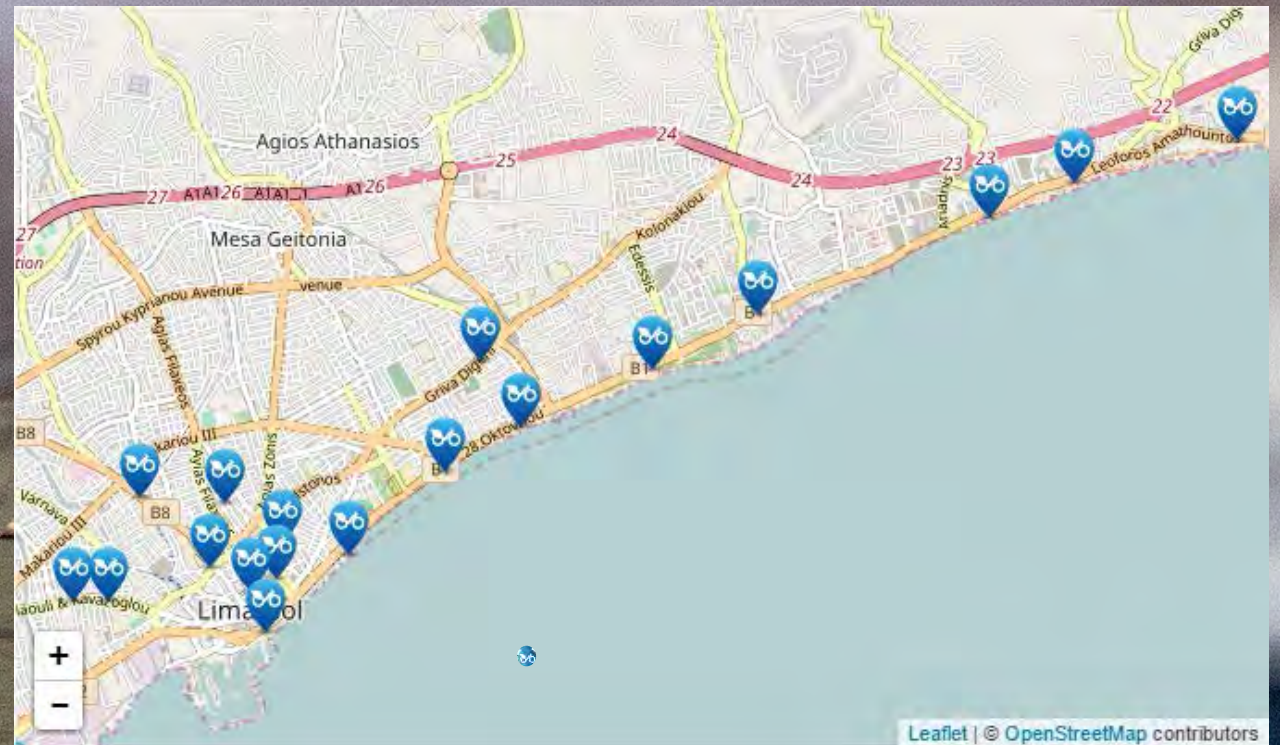
BikeAd.

Advertising on wheels.

Bike riding is environmentally friendly, healthy, cheap and fun. It's no wonder then, that, there are more than 40,000 nextbike rent-a-bikes in over 125 cities worldwide.

40,000 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? 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 – on the contrary, you are promoting sustainable urban mobility.

See and be seen!

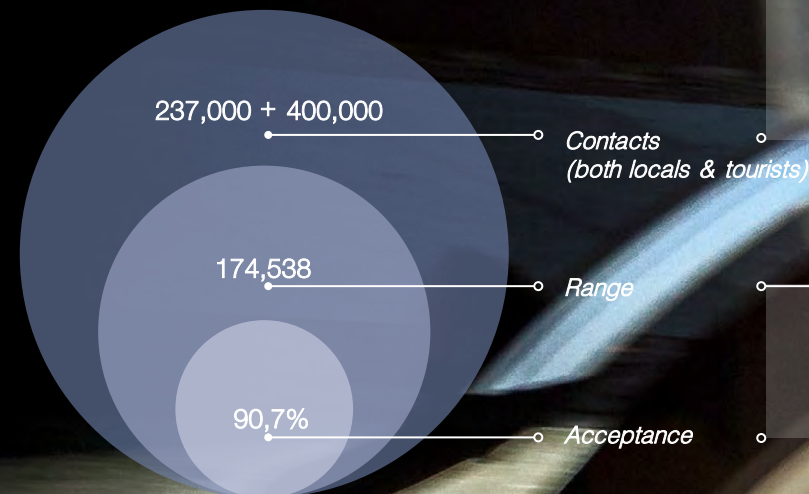
Success is measurable.

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!

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

+17 POINTS Has increased popularity (internal tracking).	+16% Raise of new checking accounts and credit cards.
+14 POINTS Is a company "for people like me".	+40% Raise of consideration of product.
+12 POINTS 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.



Wir sind das GE in GERmany

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



Clients



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

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 – 172 Bikes	€60 per bike/month proposal basis

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 costs

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





Use it, don't wait!

The opportunity to sponsor our bikes and terminals in Limassol is here! Our Limassol project is available for full or partial bike panels and terminals sponsorship.

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

www.nextbike.com.cy

Opportunity to Stand Out and Ahead in the Frontline!



RENT A BIKE



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





nextbike 66

SUCCESS IS MEASURABLE!



nextbike

GO GREEN RIDE

nextbike

I BURN CALORIES FOR FUN!



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