

nextbike 

The nextbike AdBike.

PUBLIC BIKE SHARING:

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



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About us

Our company, Nextbike Cy Ltd, is the owner and operator of the public bike sharing system in Limassol since 2012 and in 2019 we launched our latest project in Nicosia which is also exceeding our expectations and already progressing very well. We provide one of the most leading bike rental systems in the world and our brand name 'nextbike' is well established and known on an international level! Our bikes and stations offer an innovative branding tool and outdoor advertisement that does not interfere with the city-scape in any way. Our bikes are received very well by the public and promote a positive and environmentally friendly image, but also result in fun experiences of our users!

2020

- 52,000 users, 96,800 trips
- (Limassol launched 2012): 30 stations, 200 bikes
- (Nicosia launched 2019): 48 stations + Flex zone 150 bikes

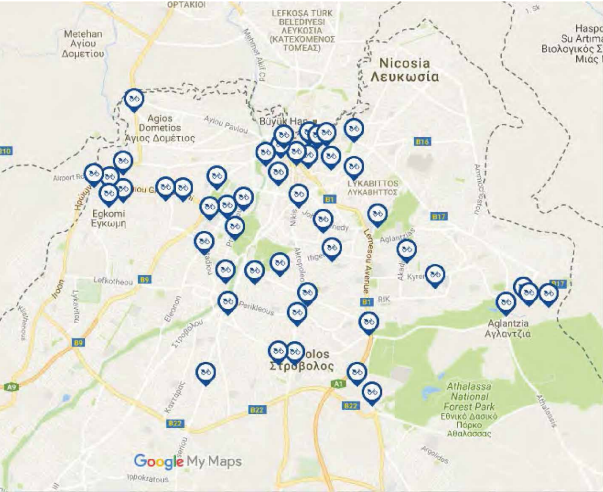


As so often happens, location is everything!
In Limassol, we are present at the following locations:



Limassol Scheme Size: 200 Bikes / 30 stations
Population: 250,000

In Nicosia we are present
in the following locations:



Nicosia Scheme Size: 150 SmartBikes / 48 stations
+flex zone Population: 330,000

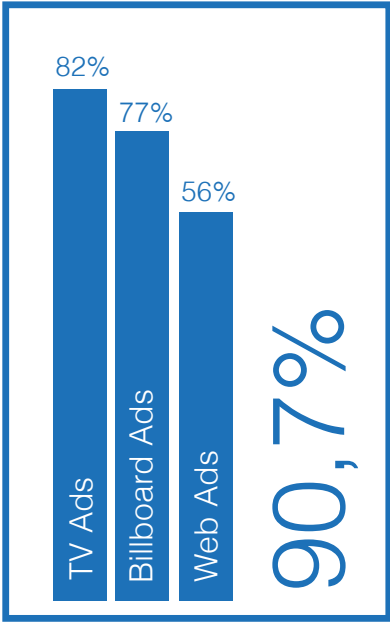


Nice! 90.7 % of all people asked face to face (including the people in the picture) found advertisements on nextbikes totally fine.

Here and there.

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

nextbike 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



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!







SPONSORSHIP CASE STUDY

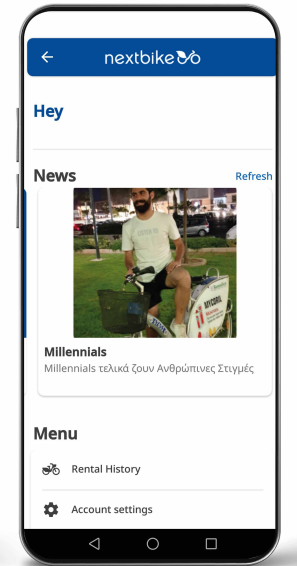
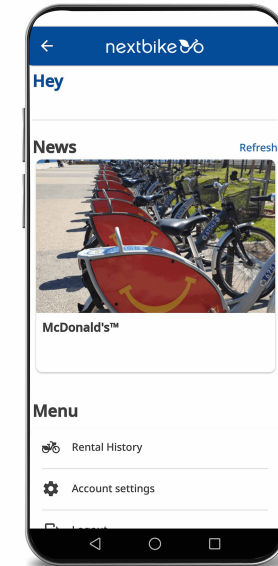
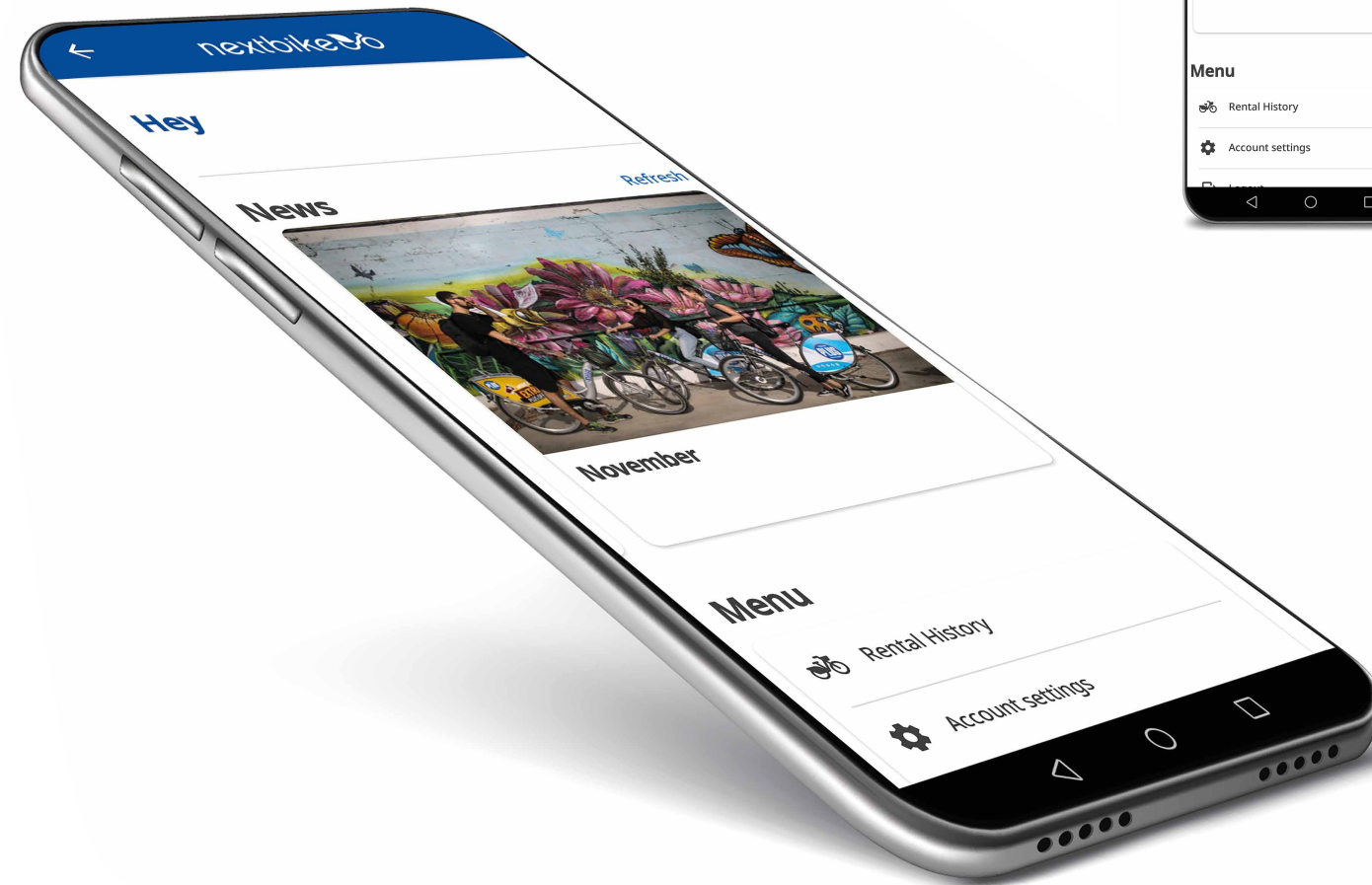
Citibank’s succesful sponsoring of the NYC bike hire system

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/>

<div>+17POINTS</div> <div>Has increased popularity (internal tracking).</div>	<div>+16%</div> <div>Raise of new checking accounts and credit cards.</div>
<div>+14POINTS</div> <div>Is a company “for people like me”.</div>	<div>+40%</div> <div>Raise of consideration of product.</div>
<div>+12POINTS</div> <div>Has developed Citibank’s image to be an innovative company.</div>	<div>+25%</div> <div>Raise of the brand perception.</div>
<div>Has shifted the overall negative image to a positive one.</div>	<div> → </div>

Advertising

Nextbike can offer you a variety of advertising medium. You can advertise your company with one of the top outdoor methods, bicycles, your name will be displayed and in move around Cyprus. Moreover, being in the digital age where each one of us is hooked to our smartphones or PCs, digital advertising is one of the most widely used methods of advertising today, with Next Bike you can achieve digital advertising through our website or our application.



Use it, don't wait!

The opportunity to advertise on our bikes and terminals in Limassol & Nicosia is here! Our projects are available for full or partial bike panels and terminals advertisement. Don't wait too long before this unique opportunity is taken!

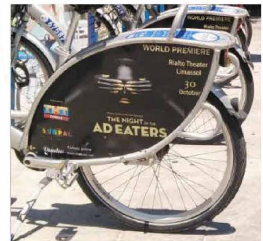
www.nextbike.com.cy

Opportunity to Stand Out and Ahead in the Frontline!



Clients







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