

# CASE STUDIES

# RAISING AWARENESS OF THE SMART BIKE AVAILABLE TO ALL THROUGH OUT-OF-HOME, THE MEDIA CHANNEL ACCESSIBLE TO ALL

*Apex Rides*

## **BACKGROUND:**

Apex Rides is a new British smart bike and app collaboration, looking to challenge the in-home fitness category with a more accessible offering.

Apex Rides have created a smart bike that's high quality and premium yet excellent value, and also provide affordable access to online classes via the Apex Rides app.

## **CAMPAIGN DETAILS:**

8<sup>th</sup> March – 4<sup>th</sup> April 2021

Classic 6-sheets targeting parks, running and cycle routes

LDN Digital 6-sheet campaign using programmatic targeting to display the campaign at peak exercise times and using triggers to bring increasing context to the campaign messaging and audience exposed to it

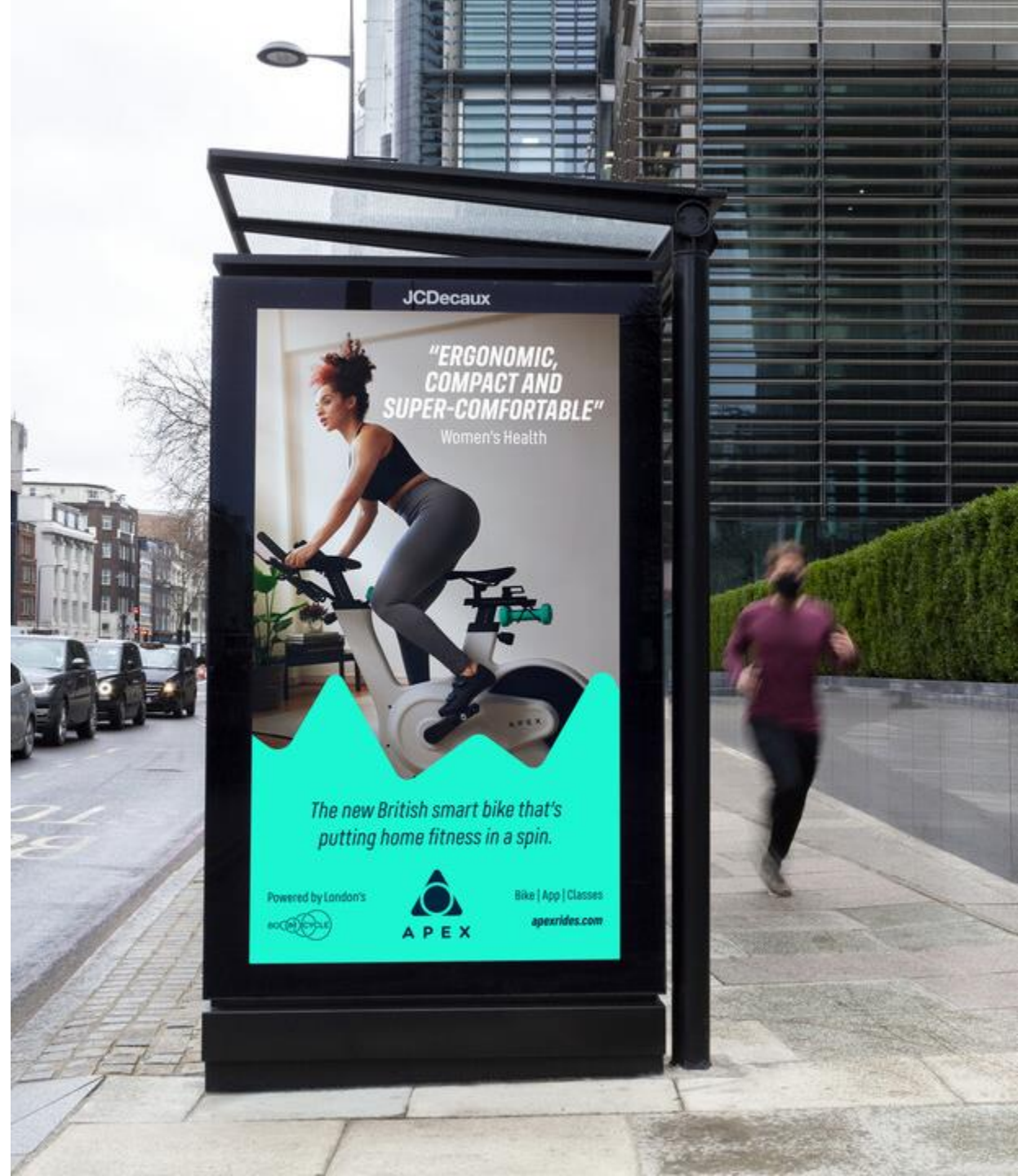
## **OBJECTIVES:**

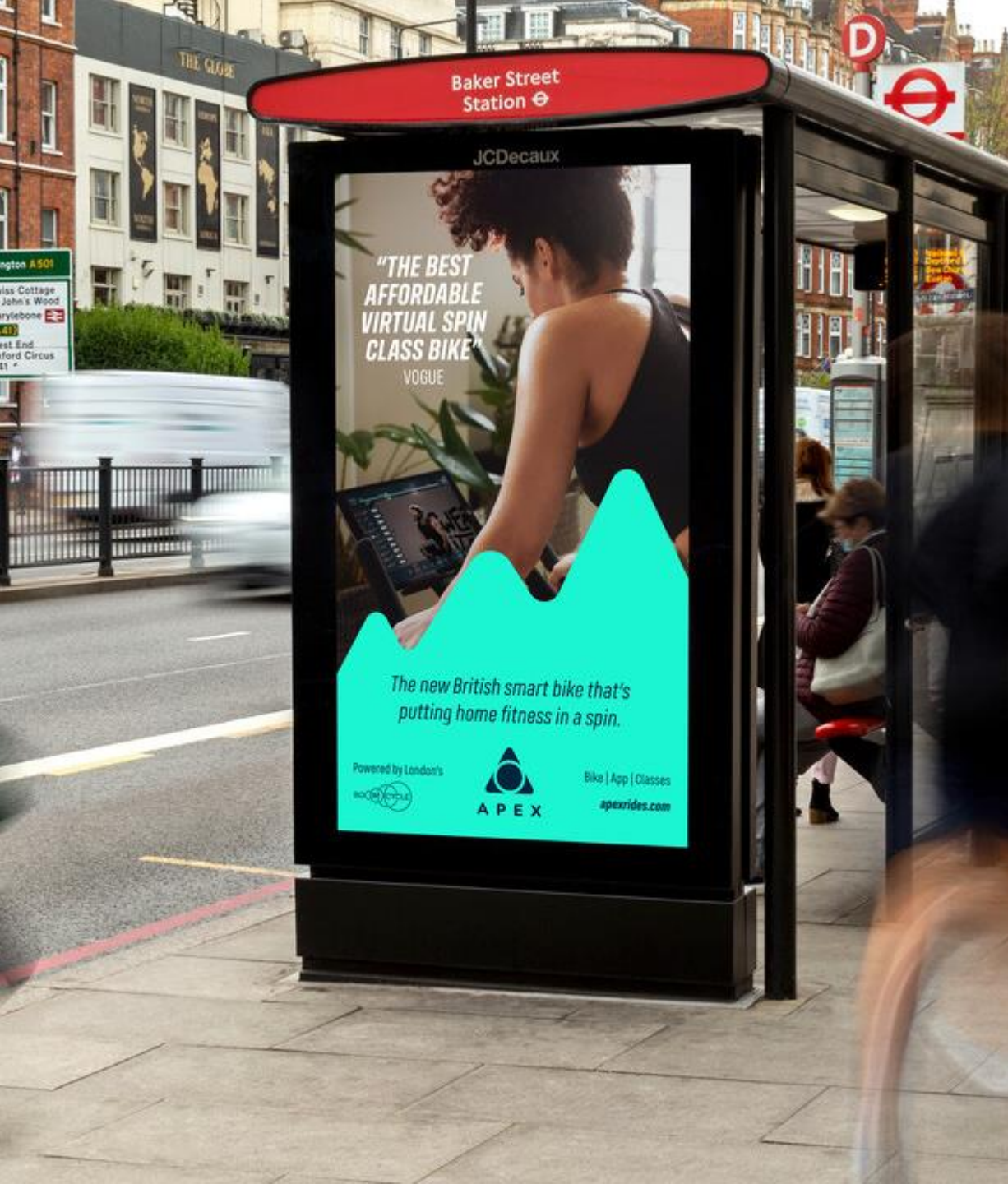
Announce Apex Rides as a new British challenger within the in-home fitness space

Build brand awareness within highly-targeted areas of London, Apex Rides' core sales market

Target people running during lockdown

Instil trust in a new brand





One of Apex Rides' key business objectives is to differentiate its brand and proposition through a challenger brand approach; democratising the market with a great quality and great value product. It therefore made perfect sense for us to use Out-of-Home (OOH), with its democratic ability to reach everyone, to bring our brand to the greatest possible numbers of our target audience.

OOH is one of the purest forms of awareness media available to marketers, playing a very different role to digital channels in a campaign, but still enabling us to build a creative bridge between our on- and off-line presence. Using the same assets across OOH, social and online augmented the impact when those who saw our OOH subsequently saw us online, making them more likely to recognise, trust and respond to a call to action.

As a young brand, we are looking to build trust fast. As a more traditional media channel, often used by long-established brands, OOH brought a strong reputation-building element to the overall campaign. Data-driven planning meant we were able to maximise the value of our investment by tightly targeting the campaign to locations where we knew we were going to reach the right audience - people out exercising during colder times when the gyms were closed, who were therefore unlikely to own home exercise equipment already – the perfect time and place to put the Apex Rides brand in front of them.

Programmatic planning also meant we could have a bit of fun with the campaign message, increasing contextual relevance still further by changing the message on our digital sites when it rained, playing on the bad weather to highlight one of the key benefits of working out at home!

The campaign worked really well for us as a great base from which to launch the first phase of strategic brand building for Apex Rides.

**WILL SOWERBY**  
CMO, APEX RIDES