Van-in-ride campaign

blueOn wants to introduce itself to the cyclelectuals by offering them a pleasant break during their cycling loops. With the van-in-ride, cyclists may stop for a coffee and get familiar with the brand in an unforced yet memorable manner.

The cyclelectual is on a ride, his getaway from the city. He has chosen a loop he favours and knows by heart.

Suddenly he notices some chalk markings on the road, encouraging him to stop in a few metres.

After a turn the cyclelectual suddenly spots a road sign and a bit further he sees a van. He brakes to have a closer look.

He parks his bike and is greeted by a friendly guy who offers him coffee. They chitchat for a while, and as the conversation goes on, he learns about blueOn. He is tempted to look inside the van.
When he arrives home, the cyclelectual still thinks about the jersey and blueOn. When he opens the bidon, he discovers the bookmark with the website.

It doesn't hurt to have a look, so he surfs to the blueOn website and notices a film on the homepage. He also looks at the collection again, and considers a purchase.

The cyclelectual goes in and finds blueOn's collection. He flips through the rack, while feeling the comfortable fabrics.

He puts on the jersey and examines his look in the mirror critically. Not bad!

After switching back into his own apparel, he notices some cycling magazines and books. He flips through a magazine while finishing his coffee.

Then the cyclelectual decides its time to return onto his saddle. Before he leaves, he is handed a bidon that contains a bookmark, which double functions as a discount coupon.