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With a strong identity in place, blueOn may jump onto the bicycle to go around and spread our message. In this plan, we both critically analyse and repair our own bicycle framework, as well as look around the beautiful surroundings and our position in this landscape. The environment includes the tribe, competitors and trends regarding consumers, market and communication. All of this makes way for a solid strategy to have blueOn catch up and ride along its tribe, the cyclelectuals.
Keeping it close to home is important to blueOn. Adjusted to and even inspired on the Dutch climate, the garments are made of the finest merino wool to ensure a warm ride. The jacket is made of water-resistant material and has a rainproof pocket to safely store your mobile phone in. The design also resembles the Dutch countryside, with its flat and seamless landscapes and toned down disposition. Essentially, blueOn has taken care of all the complicated practicalities so that cyclists can enjoy their ride carelessly. You’re welcome!
Product
A simple black cycling kit consisting of a jersey and bibshorts is blueOn’s core product. Black is chosen because it’s a safe, universal color that looks stylish on everybody. This kit is extended by accessories such as socks, caps and musette bags. Every item contains the dark blue line, it’s a returning element that is easily spotted. The garments are designed to fit the Dutch posture and fashion sense: simple comfort-driven design with long endurance.

Place
blueOn does not have its own physical shop, but is selectively distributed in four places in the Netherlands, and one in Germany. These stores are Meesterknecht, CycleYou, Mechaniker, and Bike Passion, and are located in urban areas around the Randstad. What connects these places and blueOn is their broad cycling angle and a contemporary look and feel. The blueOn webshop is also included in the website, but thrives a small percentage of the sales.

Price
The price for a full kit is roughly €250, which places blueOn at the high-end market segment. However compared to some other cycling brands we are definitely not the most expensive of the bunch, placing us at the lower end of the segment. Our local production and use of advanced materials come with a pricetag, but definitely not an unreasonable one. Our apparel will not make you go most fast, but it is made to last.

Promotion
blueOn’s current promotion is done intuitively, without a clear strategy in mind. Our founder’s enthusiasm and passion for cycling are still very much the driving force behind its expressions, which knows both pros and cons. Pros are quizzes, roadtrips and craftsmanship competitions organized by blueOn. Unfortunately still, the communication is somewhat restrained, inconsistent and lacks a clear brand message, failing it to reach out to broader audiences.
A new group of mature and educated men that are both keen cyclists as well as aficionados of its rich culture are on the rise. In order to get to know them better, many interviews and surveys were taken, and some stalking incidents may have taken place. But not without result: we’ve thrown all the information into a melting pot and distilled it to a general profile of this extraordinary human being that we like to call the cyclelectuals.

**Profile**

Age: 30-55  
Study: HBO, University  
Profession: Manager, Doctor, Architect, Professor  
Income: Around €50,000 annually  
Marital status: Married or divorced with children  
Animals: Cat  
Location: Amsterdam, Utrecht, Rotterdam, The Hague  
Wears: Rapha, Giro, Castelli  
Reads: Soigneur, de Muur, Tim Krabbé, Peter Ouwekerk  
Watches: Giro d’Italia, Vuelta, Pauw & Witteman  
Heroes: Marco Pantani, Fausto Coppi, Gino Bartali  
Travels: Italy, France, Portugal  
Surfs online: Strava, WeCycle, Wielerprikbord.nl
“MOST MEN THINK ABOUT SEX EVERY SEVEN SECONDS”

“I THINK ABOUT CYCLING”
Can you shortly introduce yourself?

“My name is Werner, I’m 38 years old and both living and working in Rotterdam. I’m (usually) happily married, and share three young children with my wife.”

What does your average day look like?

“I’m a publisher. It can be a demanding job with a lot of pressure sometimes, but it provides enough money to run my family and for some personal extras. My job and cultural preferences have driven me to the city, but I cherish a great appreciation for the Dutch countryside as well. My bicycle gives me the freedom to escape the city madness whenever I feel like.”

How did you become interested in cycling?

“From father to son. I grew up watching him cycle and we would also watch the Tour de France on television together, I remember those moments fondly. When I became a teenager I saved up for my first pricey bicycle. I tried to reach a professional cycling level as a young adult, but after an injury to my leg I decided to pursue my literary ambitions.”

In which ways do you practice the cycling sport now?

“Mostly road cycling. I alternate between doing shorter rides on weekdays alone and full day rides in the weekend with a group of friends. The individual trips are an outlet for me, they give me some alone time to clear my head. The group rides are all about discovering new routes and having a good time with friends, ‘gezelligheid’ as we call it.”

What is important to you when buying new garments?

“Firstly the quality, the garments have to be comfortable and well-made. But I’m also attracted to exclusivity, buying something from a high-end brand or finding an original vintage item is an exciting experience.”

Which colours do you prefer when it comes to cycling apparel and why?

“Black is the colour I wear most of the time: sometimes on its own and other times in combination with other colours. I find it important to look ‘soigné’ which is a French cycling term for ‘carefully or stylishly put together.’ I prefer a black base as it matches easily with my bicycle, but the accessories can be more colourful. It also hides my starting belly a bit (laughs.)”

How much do you spend on purchasing a cycling kit?

“That must be somewhere between 300 and 400 euros. It may sound like a lot, but it’s just a necessary investment to enjoy my bike ride the fullest. I also go to organized cycling holidays once a year, they are great fun but also quite pricey. Cycling can be a pretty expensive hobby, but to me it’s worth it.”

How much time do you spend on cycling -on-bike and off-bike- on a weekly base?

“Let’s say a good fifteen hours on average. Except for when the Giro is broadcasted, then it’s obviously a lot more.”

Do you read any cycling literature? Although that’s perhaps a silly question since you’re a publisher...

“Do I!? ‘The Rider’ by Tim Krabbé is a cyclist must-have, and I have a fairly large collection ranging from personal accounts from former cyclists like Peter Winnen, to books about the beauty of the bicycle, which are more technical. There’s a whole pile besides my bed, my wife is quite annoyed by it.”

So you also actively follow professional cycling?

“Yes, I watch races on television and online I dive into articles and news on sites like Sporza.be. I also check forums like Wielerprikbord.nl several times a day, I like to engage in discussions with people that share my interest. After a while, you start building a bond with those anonymous commenters, as strange as it seems.”

Do you also use other online mediums related to cycling?

“I just got introduced to the app Strava. It tracks your route and your performance during the route, which you can share with others. Since I’m not much of a self-boaster, I especially like the ‘Strava local feature’ that suggest interesting routes in areas that you’re not familiar with.”
05. trends

When considering trends that are potentially useful for blueOn, it was important to consider five areas: consumer, market, fashion, communication and retail. A lot is happening in cycling culture, and as our society is also constantly evolving, blueOn needs to stay ahead of the game and find ways to stay relevant.

Consumer

Since 120 years, Europe is home to the cycling sport. The Netherlands alone counted 815,000 roadbike cyclists in 2015. Traditionally, cycling was a sport practised by the average Joe, but recent years show a clear shift to the higher class. A reason for this is the rising interest and influence of the Anglo-Saxon countries. In those countries the sport has been picked up as a leisurely activity for the prosperous or ‘hip’ in urban areas, who have developed a whole lifestyle around it.

This has trickled down to Europe, where the same changes in demographics are currently taking place. On Marktplaats.nl this rising popularity of cycling as a hobby is clearly visible. The demand and supply of roadbikes is historically on its highest, thanks to a 23% increase over 2012 and 2013. Meanwhile, there is an average of 100,000 roadbikes being sold each year.

As a consequence, cyclists have become higher educated. In the Netherlands, they are even ranked the highest educated athlete on ‘De Wielersport Monitor.’ Furthermore, they are bigger spenders and more likely to live in cities. According to an article on Sportnext, road cycling is the new golf: an activity for the affluent to discuss business and bond. Because of their higher education level and socio-ecological consciousness, they are critical consumers that ask questions like ‘where does it come from and how is it made?’ They can afford to spend a little bit more if they are 100% certain that it’s a honest product they are spending it on. Being positioned in the higher segment, this wave of educated lifestyle-oriented cycling enthusiast will be something to keep a close eye on by blueOn.

Market

The emergence of British cycling apparel brand Rapha back in 2004 has altered the world of cycling apparel. Before, the market only focused on function and innovation. Rapha triggered a movement by emphasizing on the storytelling side of cycling by making films and publishing books about cycling heroes and heritage. This altered traditional brands such as AGU, that were quite traditional, to rethink their own narrative and approach towards consumers.

The rising popularity of the cycling sport made also way for an explosion of new cycling apparel brands, especially in the last five years. Yet growth is bounded and market saturation lies around the corner. Thus, once this storm of cycling-craze has blown over, it’s the survival of the fittest. Subsequently, the disappearance of many cycling brands that lack a strong brand identity and long-lasting differentiation strategy is hard to avoid.

For that reason, it has become almost impossible to just differentiate on function or innovation, as those are considered essential to sportswear and consequently pretty standard. This is why it’s important that blueOn needs to find its own unique voice in this maze of brands, and communicates this message loud and clearly.
Fashion

When it comes to the apparel itself, two diverging trends are noticeable. Both drift away from the logo-decorated jerseys that dominated the 90’s cycling aesthetics. Experienced cyclists do not want to be associated with tacky cycling groupies, they want to show their individualistic taste and knowledge of the sport. They have become more critical to the brands they represent, and take interest in its background and philosophy, as it should also communicate theirs.

The first apparel trend is blending a casual look and feel into performance wear. They don’t scream ‘sportswear’ but convey a more easy-going appeal, making it less embarrassing to be seen with when you take a break during the ride. These garments are about comfort and off-bike usage: they range from performance wear with more casual fabrics like wool, to casual apparel with technical benefits. The overall colours are subtle, the style is minimalistic with attention to well-constructed quality garments. blueOn obviously belongs to this group.

The other wave takes inspiration from the logo-overdose when it comes to colours. This kind of apparel is inspired by art, graphic design and fashion, which result in playful yet stylish garments targeted at the young creatives with an interest in its background and philosophy, as it should also communicate theirs.

Communication

In the past few years, the communication between cycling brands and consumers has become more interactive. Cycling brands want their consumers to be active, and not only on the bike. Brands are initiating cycling related events such as daytrips and holidays, festivals and fun competitions. An example is Grinduro, an American brand Giro: this is a bike ride supported by a festival and campsite to celebrate cycling as both a challenging and social experience. If done properly, these events can be documented and turned into content for social media outlets. blueOn is already in on the interactive events element, but the bigger picture around it and the online follow-up is still missing.

Moreover, every brand has embraced film as a medium in various ways, from storytelling device (soft-selling) to product explanation or collection movies (hard-selling). Lately, storytelling brands have noticed vast advantages. In these films, the focus is on the insider stories of cycling, deviating from the norm that is centred around professional cycling. Professional cyclists are not the only aspirational characters used in communications anymore, it could be anybody with an interesting tale to tell. This is also something blueOn could benefit from as a tool to convey their story and show their character.

We can definitely tell that stories have become increasingly important. This development runs parallel to the increasing diversity of cycling magazines, literature and journals. In the case of Tenspeed Hero, cycling journals can even grow and develop into cycling apparel brands over time. With this strategic move, they cleverly transmitted their existing journal followers into their new product extension. In the case of blueOn, they started with a product but could attract more loyal followers by actively keeping up with a journal, in the form of a blog or annual paper.

Retail

Traditionally, cycling apparel was sold at local bike shops that focus on selling and repairing bikes. But the classical bike shop has dramatically evolved, as cycling became more about the culture around it. Now you can also purchase coffee and food, cycling literature and art, besides bikes and accessories. There is a clear shift from bike shops to bike spots: these new spaces are community-based and make cyclists gather before, after or even without a ride. This experience and lifestyle driven trend has manifested itself especially in Rapha boutiques, named ‘cycle clubs’ by the brand.

Another remarkable development is that showcases cycling’s aesthetic revolution is the fact that even high-end menswear e-commerce websites such as Mr. Porter have caught up with the trend. They currently offer a small selection of cycling apparel brands that include Castelli and Pas Normal Studios, but it is bound to expand. Even the renowned French e-retailer Colette has recently collaborated with Le Coq Sportif on cycling apparel. So what can we expect next? It’s only a matter of time before Prada launches a cycling collection next spring.

Since blueOn doesn’t have its own shop, establishing a loyal online following is the first step. Once this is realised, blueOn would likely profit from a retail environment in the form of a bike spot, a place where the cyclelectual can quietly read a book, drink a coffee and have a chat whilst browsing the new collection. Nevertheless, every apparel brand except for Rapha still relies on bike shops to physically sell their clothing, and a retail space is still a long road ahead. At this point it is just not realistic for blueOn, and we have to set priorities.
06. competitors

The cycling apparel market has switched to top gear. Especially the high-segment sees the fast emergence of brands as a result of the increasing population of wealthy cyclists. This means that blueOn’s will be facing some fierce competition by brands that can be divided into three categories. The first category comprises brother-and-sister brands, which come close to blueOn in both style and feeling. The second category is sold in the same spaces as blueOn and has a similar price tag. Finally, the last category discusses the young brands that are found in the latest wave and still have to make their entrance into the European or Dutch market.

Similar Typed brands

Rapha is a game-changer in cycling apparel. Founded in 2004, the British brand became the first to only retail online. Marketing-driven and launched with an exhibition called ‘Kings of Pain’, Rapha has claimed cycling heroes and history as their field of expertise. Apparel has become one spoke in a wheel that also includes travels, ‘cycling clubs’ stores, and literature.

Café du Cycliste is a French brand, the name referring to its birthplace, a café. They have coined the term ‘tailored-tech’ to refer to their collection, which is both sartorial and highly functional, with a preppy undertone. The brand uses their Southern French origin in their communication and in their garment naming.

The third player is Giro, an American brand that has expanded from manufacturing cycling helmets to very casual and subdued cycling apparel and accessories. They even consider polo’s and blouses as appropriate cycling attire. They are ‘the North Face’ of the cycling world, with the Californian outdoors being their main terrain.

Similar Priced Brands

The Italian Castelli, founded in 1897, is one of cycling’s oldest brands on the market and still a strong market leader. The brand is a known innovator and historical first, having introduced lycra shorts to cycling in the late 70s. It competes predominantly on functionality and performance, in which it is rivalled by Assos.

Assos means ‘the best’ in Greek, highlighting their champion state of mind. They also claim to have invented the lycra shorts, and praise themselves for their research. Their aesthetic is minimalist and futuristic. Provocative photoshoots highlight their macho attitude. These often feature male models in robotic action figure poses, or close to naked ladies that only wear leotards.

The last brand does not rely on quality but on safety: POC entered cycling apparel in 2014, with a background in ski racing. The Swedish brand effortlessly blends bold design with the promotion of cycling safety.

Up-and-coming brands

Tenspeed Hero started out as an American cycling journal, but over the years has evolved into an established cycling apparel brand. They show cycling to be a hip, fun and youthful activity that should be taken with a grain of salt. In that sense, their visual style resembles American Apparel, only less sexual.

Another Anglo-Saxon brand is MAAP from Down Under. Presently, Australia is a vibrant environment for new cycling apparel brands with distinctive aesthetics. Their apparel is clearly inspired by postmodern internet-age graphic design, and they use heavily tattooed models to enforce their creative message.

Their Danish counterpart is Pas Normal Studios, established in 2015. It’s the brainchild of Karl Oskar Olsen, co-founder of streetwear brand Wood Wood. They claim to create technically perfect apparel that is more serious and less colourful, adding a certain flair of sophistication that Scandinavian design is known for.
WE CAN’T REINVENT THE BICYCLE WHEEL, BUT WE CAN PROPOSE A NEW MINDSET
07. positioning graph

Axis

The competitor’s matrix has been split into two areas of measure that illustrate how blueOn sets itself apart from its competitors. All the brands that appear on the matrix are linked to blueOn either in design or price-segment. The first axis is ‘performance to leisure,’ referring to the thickness and materials of the fabrics used by the brands in relation to aerodynamics and speed. The second axis is ‘modern to traditional’ which sets the brands that are more classic and restrained in attitude and style away from the more outspoken and younger brands.

Analysis

Sorting the positioning graph in this manner has clearly illustrated blueOn’s position in the market. Because of our focus on comfort and weather-resistant apparel that results in thicker and warmer fabrics, blueOn is obviously more in line with leisurely purposes than performance: so pleasure over pain! According to founder Paul Sneeboer: ‘My apparel may not be the fastest on the market, but it sure is the most comfortable!’ This is beneficial, as most brands only stress competitive behaviour and action.

While having a more basic exterior, blueOn still has a modern feel because of the clean cuts and refined details. This positions us in the middle of the ‘modern to traditional’ axis, which stands for our timeless character. It is the combination of offering comfort and functionality without compromising on fashionability and taste that makes blueOn unique. While most cycling apparel brands just focus on one element, blueOn strives to give the best of both worlds and multiply the enjoyment!

USP

What makes blueOn stand out from its competitors is our deep-rooted Dutch ‘just act normal, that’s already crazy enough’ mentality. Our down-to-earth, direct, and hands-on approach brings a fresh perspective to traditional road cycling, as we offer garments that are simple, yet simply good on all fronts.
A SWOT analysis is the perfect method to get all the information about blueOn and its environment in a clear overview. By dividing the data in Strengths, Weaknesses, Opportunities and Threats, we can easily pinpoint blueOn’s advantages, but also improving points and developments to watch out for and anticipate on in the future.

The new wave of lifestyle-driven mature cyclists with large disposable incomes that want to look stylish without being too flashy

1.000.000 road bike cyclists in the Netherlands, and blueOn is one of the few real Dutch cycling apparel brands on the market

The promotion of a new non-performance driven cycling approach

The rising interest in storytelling or interactive communication forms such as films, journals and events

The explosion and overdose of cycling apparel brands, with market saturation in wait

As a result, potential consumers might opt for a cheaper brand that produces in China

The possibility that more brands will focus on comfort and leisure

What if the cycling lifestyle trend ends?

If in 5 years, every cyclelectual in the Netherlands already owns a blueOn suit, what will be the next step? The timeless aspect can also have a downside.

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Local ‘made in NL’ production makes the brand more legit because of the long-standing Dutch cycling heritage

Apparel offers both comfort and fashionability with a timeless appeal

blueOn’s founder was a former professional cyclist, so we can benefit from his expertise, network and ambition

Founder engages cyclists by selling lifestyle products (books, art, magazines) and organizing events, trips, challenges, quizzes etc.

Lacks a strong brand identity and strategy that is truly differentiating and memorable

Communication is personal and doesn’t go beyond the brand’s founder, needs to speak more ‘from the brand’

Collection is small and only available in black, so people that don’t wear black can’t participate

No own physical store, weak online webshop and distribution only in 5 stores. The exposure is therefore quite minimal.

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Based on the previous collected research on the brand, the tribe and the market, these insights are the building blocks for the coming communication strategy. They are the most important staples to consider while making the campaign or blueOn’s next move.

**Going Dutch**

With cycling and the Dutch culture being so inseparably linked to each other, and blueOn being the only local manufactured cycling brand, it would be foolish not to include its rich background in our communication. We can literally translate this to using the Dutch landscape as a backdrop for all our expressions. It gives the brand more credibility and individuality compared to some international cycling brands that don’t have such an iconic cycling heritage. We are in no way fascist, but being mildly patriotic is nothing to be ashamed of!

**Rides to relax**

The cyclelectual is a beautifully complex creature full of contradictions, but the main thing that stood out was the desire for an outlet for his overworked brain. They derive a lot of pleasure from the feeling of freedom cycling brings them. It therefore crucial for blueOn to focus on the casual side of cycling that revolves around having a good time on the bike. Nevertheless, we should also consider the activities around the bike, since the cyclelectual sees cycling as a versatile lifestyle, rather than just a single sport he practises.

**Casual over competitive**

While a new wave of more mature and less testosterone-driven cyclists are emerging, most brands still focus on performance, competition and youth. While it may not be as glamorous, a more realistic outlook may be what the cycling world needs to shake things up a little. By showing real stories of genuine cyclists of any age, we can create relatable content that hits home straight away. In order to survive market saturation, blueOn’s challenge is to create a strong message and undertake activities that are memorable and convincing in a subtle and friendly manner.
TIME OFF,
blueOn
WE WANT TO FOCUS ON THE PLEASURES OF CYCLING BY CREATING TIME-OFF, BLUEON MOMENTS

11. communication strategy

Pay off

Time off- blueOn.

Big Idea

To blueOn, time has always been an irrelevant matter. We don’t bring out new collections every season, and we want our clothing to be durable in quality and timeless in design. The definition of taking some time off means taking a break from your work and duties. Taking personal time off is precisely what the cyclelectuals do when they step on their bike. For a moment, time stands still and they don’t have to think about the daily chaos anymore. The color blue symbolizes calmness and peace. Therefore, blueOn wants to contribute to those moments of pleasure by encouraging people to take time off, and put both their blue perspective and blueOn apparel on.

Strategy

While the cyclelectual experiences those moments of euphoria strongest when they’re on their bike, they are certainly also achievable off the bike. With our campaign, blueOn wants to extend those ‘blueOn – moments’ beyond the mere act of cycling, but still connected to cycling culture. We have earlier concluded that cycling is a widespread lifestyle that knows many facets, including books, magazines, clubs and so on. So a moment of blueOn can be for instance stopping for coffee during your ride, going to a story night, reading a cycling paper, watching a short film or going on holiday.

Our strategic aim is to get associated with these special moments by either creating them, or contributing to them. By extending those rare moments of happiness experienced on the bike beyond the act of cycling, we want the cyclelectuals to always connect this positive feeling to blueOn. In this way, we will slowly but surely build a loyal following of people that interact with blueOn on a regular basis. Ideally, this group will eventually turn into a community that shares the same values when it comes to ‘spending their time off.’
12. objectives and brand life cycle

Doing the math

Being based and produced in the Netherlands, our campaign naturally kicks off in its birthplace. According to the Nederlandse Wielersport Monitor 2014, there are a total of 815,000 cyclists in the Netherlands as a whole, and 35% (360,000) belongs to the age group 35-55. From them, 80% (285,000) is male, and 50% (140,000) is higher educated. This leaves us with 140,000 potential candidates, and based on their precise location and expenses, we estimate that 25% (35,000) belong to the cyclelectual tribe. During the first 3 months, we plan to sit in the introduction stage of the Time Off, Blue On campaign. This is the stage where the campaign is released into the public eye and cognitive attitudes towards the brand should be created.

Currently, the founder of blueOn already organizes trips with acquaintances and has a small fan base of 1000 followers on Facebook. However, his communication is still on a very personal level and lacks a clear message. By introducing the ‘Time off, blueOn’ slogan, he can speak through the brand and reach a larger audience. By the end of 2017, we want to generate at least 5000 likes on the Facebook page. But before we jump to online methods, blueOn has to get out of its comfort zone and meet new people in the real world.

To get the wheels rolling, we will use guerilla and street marketing as an introduction to the brand. With this technique, blueOn’s aim is to create brand awareness among 20% (7000) of the cyclelectuals around the Netherlands, and hopefully sell some small products like accessories and magazines.

During the street marketing, we will also hand out souvenirs that will attract traffic to the blueOn website/webshop and facebook page. Here the short film revolving around an actual cyclelectual member will be screened, and ideally they will recognize themselves in it. This will then lead to an increased number of cyclelectuals that will follow our brand online.

After triggering this intrigue during the first months of our campaign, 25% (8750) of the cyclelectuals will develop an interested attitude towards the brand. As a second stunt, we will play into the Giro d’Italia’s departure event that is held in Apeldoorn this year. The blueOn variation on the classic Gazetta newspaper will spread both the Giro and blueOn news in one go. With this method, we aim to see our brand awareness increase by 15% and our loyal customers to increase by 9%.

By now, the more modern cyclelectual will consider to purchase their first kit online. However, a fast majority will look up the address of a cycling shop that sells blueOn and have a fitting first. We are aiming towards 10% (3,500) of our target group to become loyal online followers and event-goers, which will eventuate in 2% (700) of our target group purchasing an item in store or online within the first year.

Once the cycling season is over, we want to focus on indoor and online events. Through online channels, they will find out about the storynights blueOn organizes and engage with the brand in their spare time. We expect this to create a strong connection between the brand and our tribe, leading to an increase in sales by 12%. In this current sharing economy, we believe the storynights will also instigate word of mouth marketing and sharing on social media, adding an extra 7% of positivity towards the brand.

During the first year, we aim to increase our selling points from 5 to 20, slowly moving from the Randstad to the more outer cities like Groningen, Leeuwarden, Eindhoven, Maastricht and Deventer. Moving into our second year, the ‘Time Off, blueOn’ campaign will be over. However with a strong identity and fresh energy in place, we are sure a new campaign will be established and blueOn will propel into the growth stage of the brand life cycle.

Once in the growth period, blueOn hopes to become the preferred apparel brand of at least 30% (10 500) of the cyclelectuals. Hopefully we have also created a small amount of awareness in other European counties too, slowing growing towards the maturity stage of the brand life cycle and constantly increasing our statistics. However, since blueOn is directed towards a target group that values honesty and keeping it local, we will never grow to be a mainstream brand or a huge multinational corporation. A sense of selectness and low-key profiling is key in everything we do. We would rather have a small loyal following that truly interacts with the brand, than a big but short-term moment in the spotlight!
13. tools

An experienced cyclist always keeps a spare toolset in his back pocket, and so do we. Each tool plays an individual role in the campaign, but together they form a whole strategy. We have placed them in chronological order, and explained them according to a set structure to make their functions as clear as a summer sky in July.

WHEN GOING OUT FOR A RIDE, HAVE A SET OF TOOLS BY YOUR SIDE
14. ‘van-in-ride’ road marketing

What?
When your audience doesn’t come to you, you have to find a way to go to them. And what better way is there to move around than in a four-wheeled vehicle in the form of a van? A two-wheeled vehicle in the form of a bicycle perhaps, but sometimes we have to make exceptions. As blueOn doesn’t own a physical retail space, the van-in-ride will function as a mobile flagship store on wheels. It’s a convenient way to show the collection in blueOn’s private environment, which is currently lacking.

Where?
Places like fairs and cycling races are obvious locations to meet the tribe, but we believe it can get more original than that. Using the cycling app Strava, we van conveniently trace popular rounds that cyclists ride. An example of such a route is ‘De Ronde Hoep’, near Amsterdam. We will strategically place the van in the middle of these loops as a resting stop. In official cycle terms, these stopping spots are called called ‘ravitailering’ posts, but in our case we can call them: ‘re-van-tailering posts.’

How?
The cyclelectuals will be encouraged to slow down by using marks on the ground that announce the location of the van, similar to the ones they use in races which the tribe has seen on television. They will be welcomed by a refreshment or coffee, after which they can sit down with a magazine. After hearing about the brand story, they have an opportunity to see and feel the collection. Fitting is an option, but actually buying is more difficult since carrying luggage on the bicycle will prove itself difficult. Yet a present in the shape of a blueOn bidon with the website on it will be handed out as both a memorable and practical souvenir.

Why?
The van-in-ride is a distinctive and surprising way to promote the brand, and to create an initial buzz around blueOn. The van’s mobility means it can go from loop to loop, passing all the cycling hotspots around urban areas. It will certainly make passer-by’s curious, and the follow-up in the form of the bidon will remind them of this encounter every time they use it. The van-in-ride has a strong link with the ‘Time off, blueOn’ campaign, as it quite visibly offers them a charming break during their exercise.

When?
The van-in-ride will be launched on Sunday the 20th of March 2016, as the beginning of spring sees the cycleticals come out of hibernation. It will continue throughout the whole spring and summer, but only on weekend days without rain.
The Remarkabilities of the Everyday Ride
from blueOn

Producten

Noord Hollandse Wielerquiz
De derde editie van de ‘Noordhollandse wielerquiz’ voor alle wedstrijdrenners, de recreanten en de liefhebbers die vanaf de bank van de koers genieten.
We zijn te gast bij Café Bok in Enkhuizen waar de quiz om 20:30u begint. In verschillende rondes zal je wielerkennis worden getest.
15. ‘my everyday ride’ short film

What?
Once we have triggered the cyclelectual’s curiosity through the van experience, they are likely to visit the blueOn website that is unscripted on the souvenir. Here, yet another surprise awaits them: the film. ‘My Everyday Ride’ elaborates on blueOn’s story by showing a personal account of an actual cyclelectual persona as he carries out one of his everyday rides. While an everyday ride may not seem like much, we want to highlights its simple beauty and show that small yet joyful discoveries can be made within every ride.

How?
The film follows the protagonist as he returns home from a busy workday and prepares himself for some personal time on the road bike. The scenes in-house are chopped, rushed and short to illustrate the tumult that comes with running a two-children household. Once he steps on his bicycle, leaves the urban area and pedals through the rural landscape, a sense of calmness falls over him. Here the shots will be longer, more lyrical and fluent. We have chosen to film in Waterland, as it perfectly captures the Dutch mood and is a popular cycling destination near Amsterdam. The story is told in both images and words, with a voice-over connecting the photography and further elaborating on it.

Where?
The film will be distributed in several ways. Its main usage is on the main page of blueOn’s website where it immediately catches the eye. Additionally, the film can also be distributed via blueOn’s social media channels like Facebook and Twitter, external channels like YouTube and Vimeo, and be displayed as POS in its selling points. Moreover, we can ask the cycling literature publishers such as Soigneur, De Muur and HetIsKoers! that are blueOn’s partner to show the film on their websites and channels too. It will also be screened during the ‘Forgotten Cyclists Story Nights,’ but more on that later.

Why?
A film is a great way to bring together visuals and a storyline. In less than three minutes, the audience can immediately feel the ambiance and get an impression of what the brand is about. By casting a protagonist that could have easily been one of them, we want to remove the barrier and show that blueOn is low-key and approachable. The voice-over explains why cycling is a ‘Time off, BlueOn’ moment to him in a very natural tone, communicating our message in a sincere and unforced manner.

When?
The film will be launched on the website on the 1st of February, due time undecided.
16. scenematic photography

What?
They say an image can say more than a thousand words. Unfortunately, our current photography is very
product-based and barely reaches twenty words. The lack of good imagery is also visible in our current
advertisements that are only textual, even when they are placed on the back cover of a magazine. This is
not-done, as an iconic photography style is essential to being remembered and recognised. That is why we
strive to produce photography with a cinematic appeal and multipurpose function.

How?
By using the Dutch scenery as our canvas, we want to put the Netherlands on the cycling map again. We
call this ‘scenematic photography,’ our own variation on cinematic photography. The challenge we face is
to photograph its characteristics in a recognisable yet non-cliché manner. By using classic monochrome
colours and unusual angles, we can create photos that show depth and meaning. A touch of blue is added
every now and then to highlight the brand colors, if they happen to be in the image already. We want the
model to interact with its surroundings in a realistic and spontaneous fashion, that’s why we don’t plan ahead
too much but just improvise on the spot. As in the film, the models don’t have to look like muscular Calvin
Klein models. Age or attractiveness doesn’t matter, since we photograph them in a slightly undistinguished
manner. This way, the tribe can always relate to the image. Nevertheless, they have to be actual cyclists and
be clearly at ease on or next to their bike.

Where?
The photography has many roads to dive into. Obvious examples are online and print advertisements, POS
material and a lookbook on the blueOn website. Less apparent uses are postcards, book marks and high
quality posters. These will carry the Time off, blueOn slogan on them as a steady reminder of our message.

Why?
The photos themselves are a documentation of how our models step outside their day-to-day life and
stand present in their timeless blueOn moment. By using them as postcards and bookmarks, they can also
contribute to the Time off moments in the practical sense. The cyclelectuals can use the bookmarks while
they enjoy a book, or postcards to send home when they are on a cycle holiday.

When?
The photography will launch together with the film and the van-in-ride. The blueOn-postcards and bookmarks
debut in July, right before the summer break.
17. ‘azzuretta’ paper

What?

Even though professional cycling contradicts with blueOn’s more laidback cycling approach, both the cyclelectual and the brand have always stayed up-to-date about the latest races, its participants and the outcomes. They look at it on television, read about it online, and quite often still buy an old-school sports edition newspapers for more in-depth reports. With the Giro d’Italia starting in the Netherlands next May, the brand seizes the opportunity to contribute to the event in the form of a printed paper.

How?

We have taken our inspiration from the famous pink Italian newspaper called ‘La Gazzetta Dello Sport.’ Founded in 1896, it’s the oldest sports newspaper in the world. They are very closely linked to the cycling sport since 1909, because this is the year they newspaper organized its own race event: the Giro d’Italia. As opposed to the Tour de France, the Giro is a less mainstream race for the true aficionados. That’s why the cyclelectuals will definitely appreciate some insider information on the event. Our own version of this single edition newspaper will be called ‘Azzuretta,’ as it means ‘little blue one’ in Italian. The newspaper will therefore not be printed on pink, but on blue paper. The content will be a blend of history-based stories, background information on the participating cyclists and revealing interviews with cycling influential such as Tim Krabbé, together with more practical information such as timetables, route analysis and race outcome predictions. Of course it will also interlace subliminal advertisement of the blueOn products and of their partners, but in a non-aggressive way.

Where?

In the weeks leading up to the event, Azzuretta will be distributed through blueOn’s psychical selling points, our partner’s selling points, or it can be order on the website for €4 euros. However, if somebody buys blueOn apparel online or in store, it will be added as a giveaway. Another way of spreading the Little Blue One is our lovely van that will be present at the Giro’s departure, and during the van-in-ride campaign.

Why?

Reading a newspaper has always been the height of an unwinding activity, performed at the start or at the end of the day. It is therefore perfectly in line with our ‘Time off, blueOn’ message, as we literally give them a moment of blue amusement. More poetically speaking, the newspaper has always played an important role in cycling history. Not only as a communication form, but during races it is also handed out to cyclists that have to descend a mountain. They put it underneath their shirt as a windshield and protector to keep them warm. This too is in implicit reference to the comfort blueOn hopes to bring the cyclelectuals.

When?

The distribution starts from the 25th of April till the 9th of May; that is when the Giro leaves the Netherlands.
18. ‘forgotten cyclists’ story night

What?
At blueOn we do not neglect the history of our ‘forgotten cyclists.’ Inspired by Frank Heinen, whose recently published book ‘Uit Koers’ also tributes these brave men, we want to keep their stories alive. While Frank tells the story in written word, we want to add another layer of animation to it by inviting these forgotten cyclists to read out their stories and talk about their experiences during a story night.

How?
Coincidently, the founder of blueOn Paul Sneeboer, also happens to be one of these forgotten cyclists. Paul Sneeboer himself has spent some time as a pro cyclist in Portugal, but decided to return to the Netherlands because he missed his country too much. We want to ask Frank Heinen to cover his story in a long-read that will be placed on the website. The story on the website ends with a cliffhanger, to which the announcement of the first story night will be made, where he will finish his story in person. For the next edition of story nights, we will invite people like Remmert Wielinga, a former Tour de France cyclist that dropped out of professional cycling because of his fear to fall. Apart from personal biographies, the night also fuses other forms of literature such as poetry and drama. Moreover, there will be music performances by cycling enthusiastic musicians such as Blaudzun, who is named after a cyclist.

Where?
The first part of Sneeboer’s biographical story will feature on the brand’s website, promoted through its social media channels and cycling story website HetIsKoers!, to which Frank Heinen is affiliated. The story nights themselves will be held in cycling cafes through all the major cities. We will start in Meesterknecht in Amsterdam, then Lola Bikes & Coffee in Den Haag, Louis Hartlooper Complex in Utrecht and so further.

Why?
The Forgotten Cyclists Story Nights will be a night of coming together and celebrating what the Cycleletuals most enjoy: cycling culture. It will present them with all forms of delight revolving around their passion, which will come as a welcome distraction from their average routine. The choice to focus on Forgotten Cyclists is also made intentionally, as we believe that former heroes deserve to be in the limelight as much as current champions, as ‘time’ has no meaning to us. Simply put: Time Off, blueOn.

When?
Once a month, starting from the end of the cycling season October till February. Since the event will take place inside, we do not have to take into account the weather, which makes it a perfect winter occupation.
19. images

01. Collection

02. the 4p’s


03. the cycleelectual

04. the interview

05. trends

07. competitors

14. street marketing

17. ‘azzuretta’ paper

18. ‘forgotten cyclists’ story night