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Marketing Case Study - Cycling Nikunj Beriwal

Scope Of Assignment

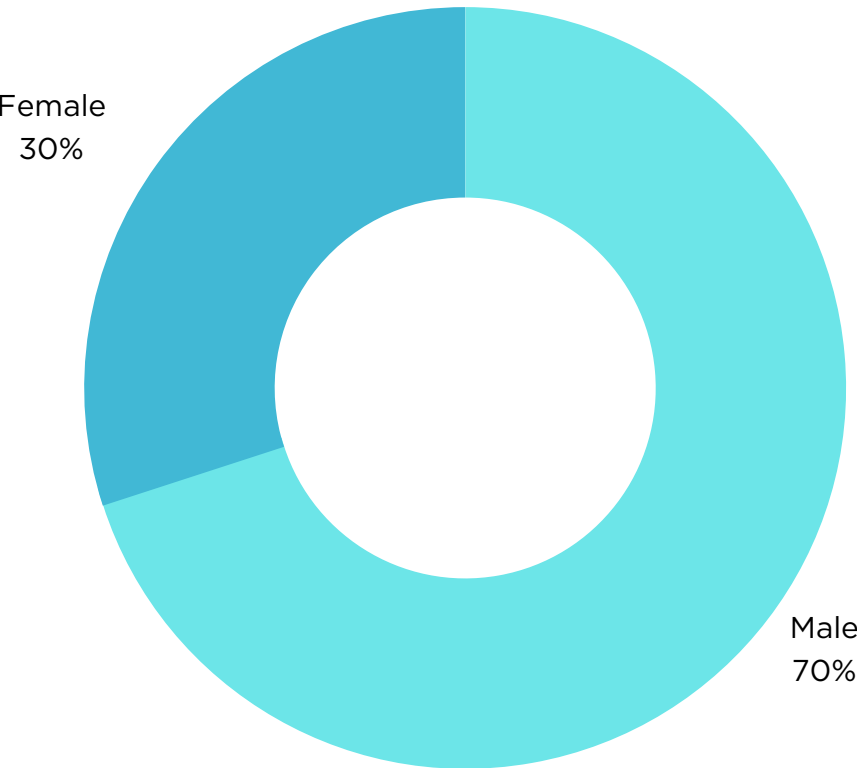
- 1) Overview of cycling audience in the United States and globally
- 2) Identify (3) brands that are interested in partnering within the sport of cycling (e.g., an event, cycling team, individual cyclists, etc.).
 - a) Include why you chose them as a potential brand partner
 - b) What are the marketing objectives of the brands you selected
- 3) Develop the activation plan for one (1) brand, which allows the brand to reach and engage with the cycling community. Supporting research, data, and insights should be utilized when selecting the brand partners.



Determining Audience Potential

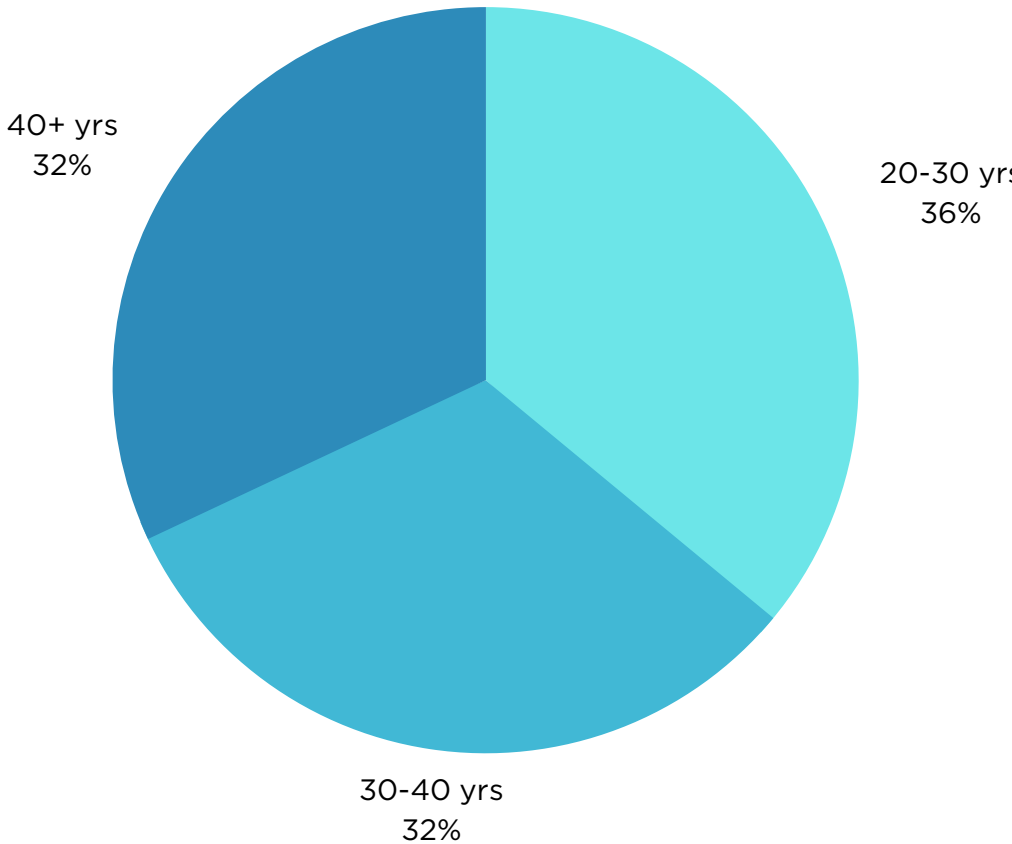
Cyclist in USA:

Gender



Zippia, 2023

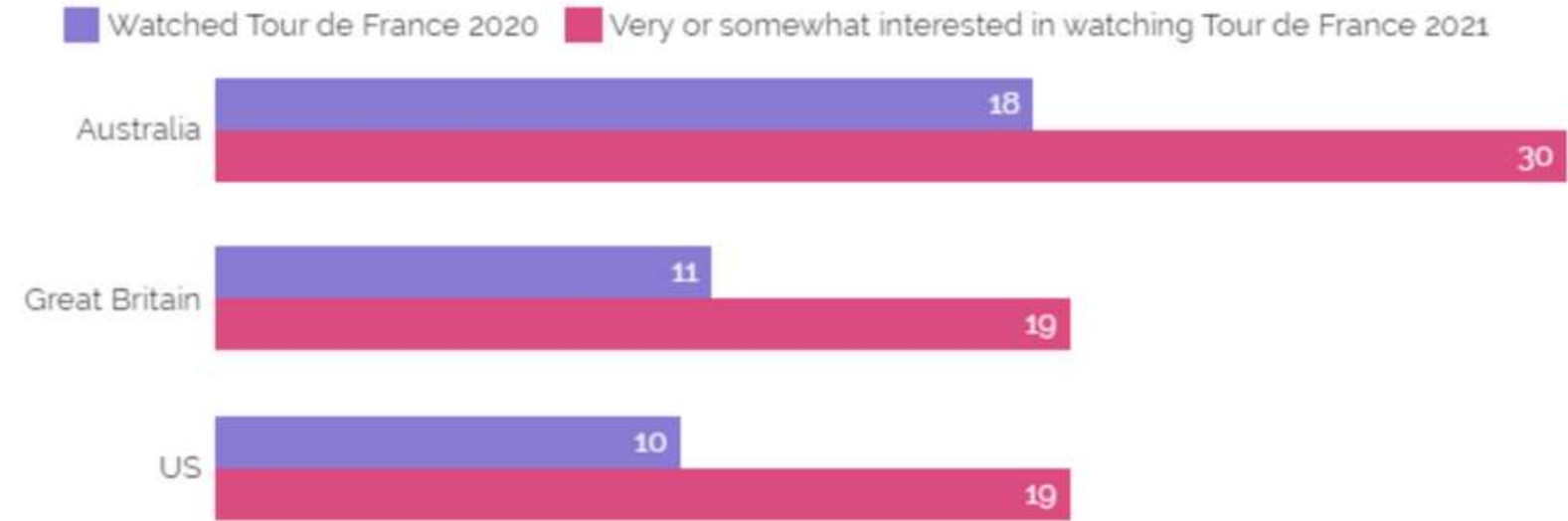
Age



Zippia, 2023

Tour de France: Interest in 2021 edition outstrips 2020 viewership

% of adults who said they watched the 2020 Tour de France and those who say they are very interested or somewhat interested in watching the 2021 Tour de France



YouGov

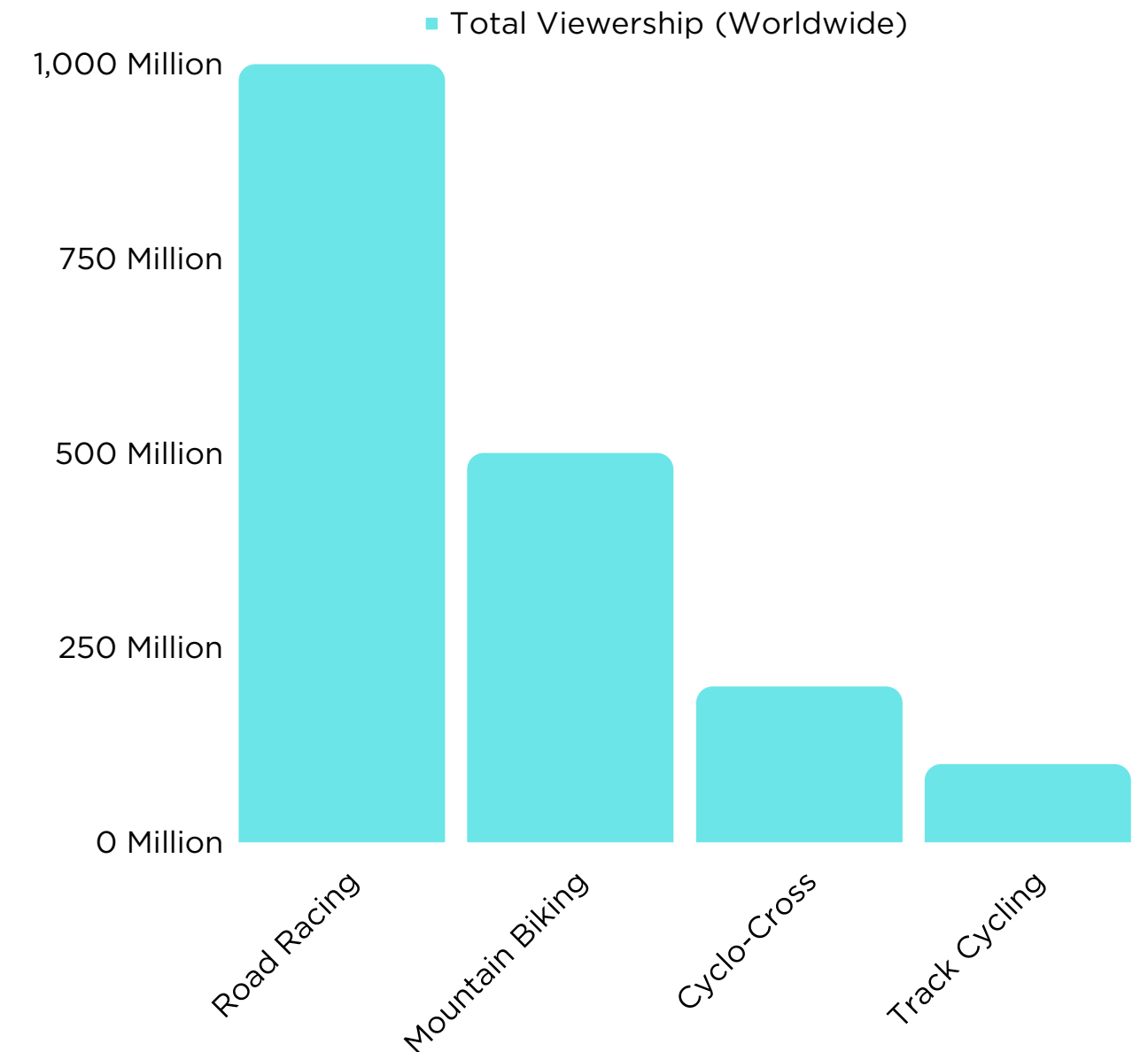
June 18-19, 2021

YouGov, 2021

25+ bicycle industry statistics [2023]: Bicycle market size, share, growth, and Trends. Zippia. (2023, May 12)., Tour de france 2021 witnesses Spike in viewership intentions. YouGov Sport. (2021, June 29).

Setting The Context

- Tour De France is one of the most watched sporting event in the world
- 2022 UCI Road World Championships:
Generated more than \$40 million in economic activity for the host city
Widely broadcast on television (in 59 countries, cumulative audience of 132 million viewers)
Social media (7.5 million impressions on Instagram, 14.3 million on Twitter and a total reach of 14.3 million on Facebook)
- Feature on Netflix - Tour De France documentary, being one of the most popular TV Shows/ Documentary on Netflix currently - Improving perception for cycling



Road Cycling TV Viewing Report, 2019

- Sports sponsorship spending in the U.S. amounted to \$14.7 billion in 2019
Expected to grow to almost \$20 billion by 2024 - Huge potential as brands are willing to sponsor

Brand Consideration Set



TREK

Rapha.



Expedia

GARMIN ™


MARRIOTT

 **GIANT**[®]
BICYCLES

**AMERICAN
EXPRESS**


Red Bull


SCHWALBE

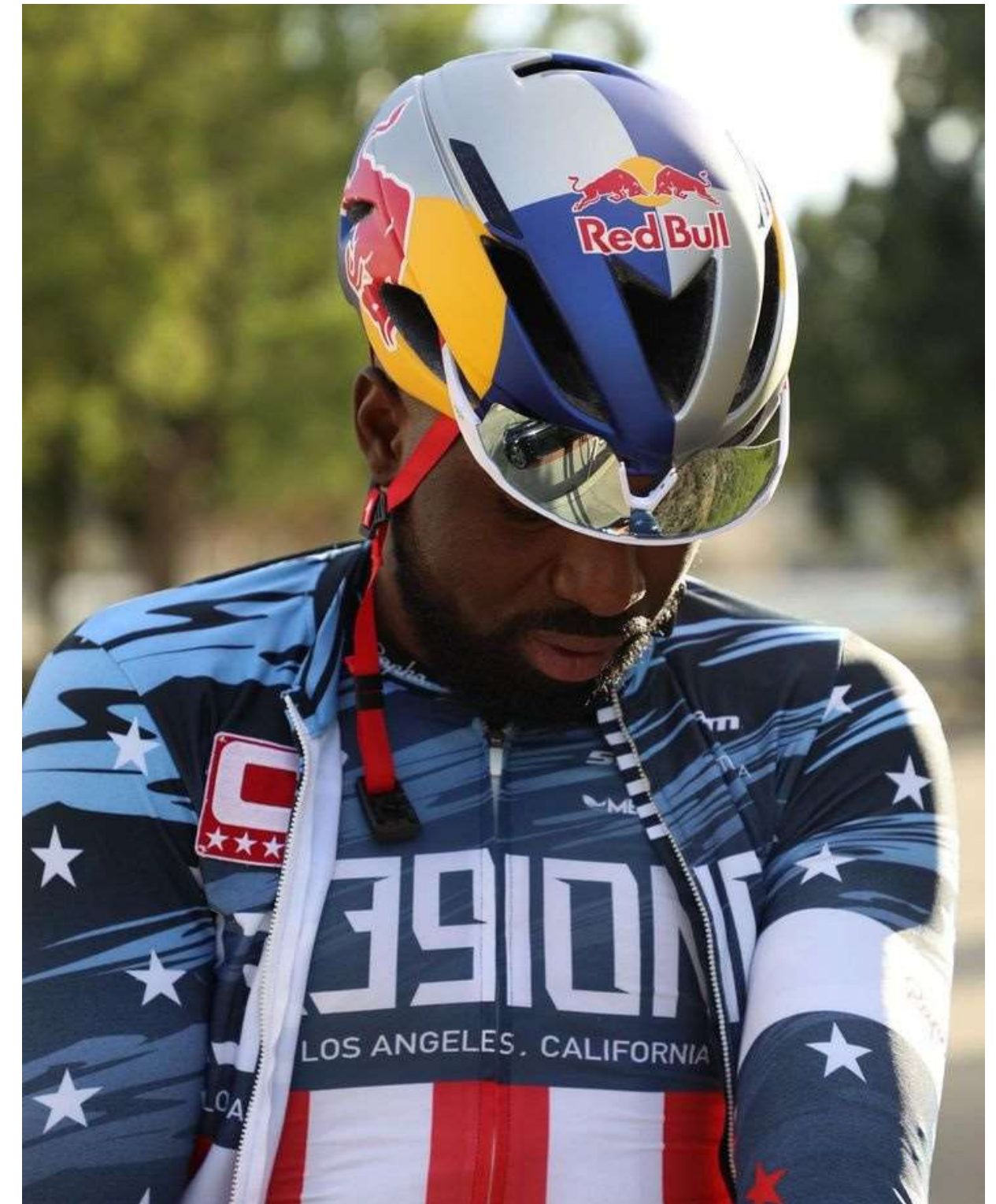
 **GIRO**

Selection Criterion

1) Contribute to awareness

2) Have successful experience with prior sponsorship/activation

3) Brand values & marketing objectives that align with CRIT



3 Recommended Brands



Why?

- 11.8M subscribers on Youtube, that tune in to watch sporting videos
- 17.9M Followers on Instagram global profile, 420k on Red Bull USA
- Shares a common target market/ audience: CRIT to gain larger audience, globally. Reinforce brand associations in minds of consumers
- Red Bull's product is an energy drink, used by cyclists during race - Great affiliation

Marketing Objective

Retain customers, generate awareness by sponsorships of extreme sports, athletes and events of every scale, from local to global
Maintain and increase its visibility
create a brand preference for Red Bull



Why?

- 150 Million+ active users worldwide - ability to directly reach potential viewers (Expedia, 2020)
- One of the most popular travel & tourism website - mutual benefit (Opportunity to increase market share compared to Booking.com)
- Event takes place in multiple cities, viewers would either want to travel for the race or otherwise - Expedia would be a visible choice

Marketing Objective

Build and maintain the value of its various brand, drive traffic and, ultimately, bookings, increase the overall number of traveler transactions, to attract repeat customers and customers



Why?

- Market size - In 2022, \$8.2 billion was spent by Americans on bicycles and accessories, with \$1.9 Billion spent just on accessories, 15% increase from 2021 (Zippia, 2023)
- Giro's branding and imagery at race would create a positive impact on potential customers, making it an aspirational brand and increasing brand recall
- Perfect synergy between brand & race - Racers use helmets and other accessories for the race

Marketing Objective

To be the favorite brand of the customers,
Consumer centricism, Providing value to customers,
Concentrate on building customer experience

Activation- Red Bull

A) Online/ Digital/ Social Media

Ambassadors

Setting the trend with Red Bull sponsored athletes such as - Max Verstappen, Neymar Jr. & Justin Williams



- Shoot a video sprinting 200 meters on a bike and record your best time
 - Post the video on your social media account tagging Red Bull and CRIT
 - Challenge 3 friends to beat your timing and ask them to do the same
- Out of those who have posted a video and tagged both Red Bull and CRIT, 50 lucky winners will be randomly selected



Amplification

n

- Red Bull will post videos of the in-person event on its social media channels such as YouTube and Instagram, along with reposting what athletes have shared on their profiles
- 50 lucky winners will get the opportunity to be featured on Red Bull's Instagram story and also receive free tickets to the race!

B) In person - "Cycling through the city with Justin Williams"

- Taking place in New York and San Francisco
- All participants meet at a common starting point, cycling together towards the "Red Bull Stop"
- Ending point/ Red Bull Stop - Open space with ramps, walls, rails, uneven surfaces for cyclists to be able to do stunts

Opportunity for cyclists to engage with rider's community and showcase their skills and talent

"Red Bull Stop" will also have stalls that would sell the official CRIT Jersey and other merch





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**Thank You
&
Questions?**

Nikunj Beriwal