

Marketing campaign

With growing interest in e-bikes, our number one priority with the E-bike Challenge is to assist our exhibitors. Getting your brand name and models out there at the event in April and our post-digital campaigns with our unique two-step marketing approach. Allowing us to reach more individuals looking for eco-friendly transportation and micro-mobility ideas. Please view the following action plan on how we aim to achieve this and give your brand many sales opportunities.

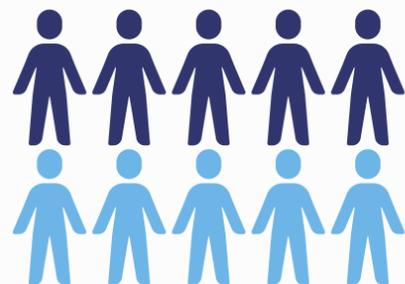
FACTS & FIGURES



At the 2019 E-bike Challenge, over 4,200 test rides were made on the huge indoor test track. This was followed by a post-event survey where more than 60% of the attendees made a buying decision. Overall, we found the average buying value at \$2,587, and 73%, currently not e-bike owners. Attendees rated the event with a B+.

TARGET GROUP

Traditionally our main target group is 50+. They are focused on the recreational use of the e-bike and daily transfer in the immediate vicinity. In addition we focus on the consumers between 30 and 50 years old who sees the advantages of the e-bike for corporate, hauling cargo, health and ecological purposes.



PARTNERS

We partner with statewide media, advocacy groups, healthcare, travel, and the bicycle industry. Together we reach and draw in the target audience ready for e-mobility. We do this with articles in their membership magazines, mentions on their websites, items in their newsletters, ticket specials, and via social media posts on their channels. Together we reach more than **three million** potential visitors for E-bike Challenge Minneapolis.



PROMOTIONS

We organize numerous promotions and activities that generate extra publicity in the run-up to and at the event. For example:

- Various cycling competitions before and during the event with a reach of **200,000+**
- Activities with partners in Minnesota
- Live streaming at the event to social media, websites, radio, and TV
- Collaboration with the city of Minneapolis with their acclaimed cycling infrastructure
- Online activities after the event, like our Have Fun Biking Magazine and the offer of online presentations and workshops



ONLINE & OFFLINE MARKETING

A cross-media approach is central in our elaborate campaign. We use our own channels, like our consumer websites **reach: 80,000+** during the events, newsletters **reach: 9,000+**, press releases to **1,500+** contacts and social media **reach: 40,000+**. Furthermore we have advertisements on different platforms (online and offline) like magazines, newspapers, radio, channels of partners, Google Ads, social media and via influencers.

