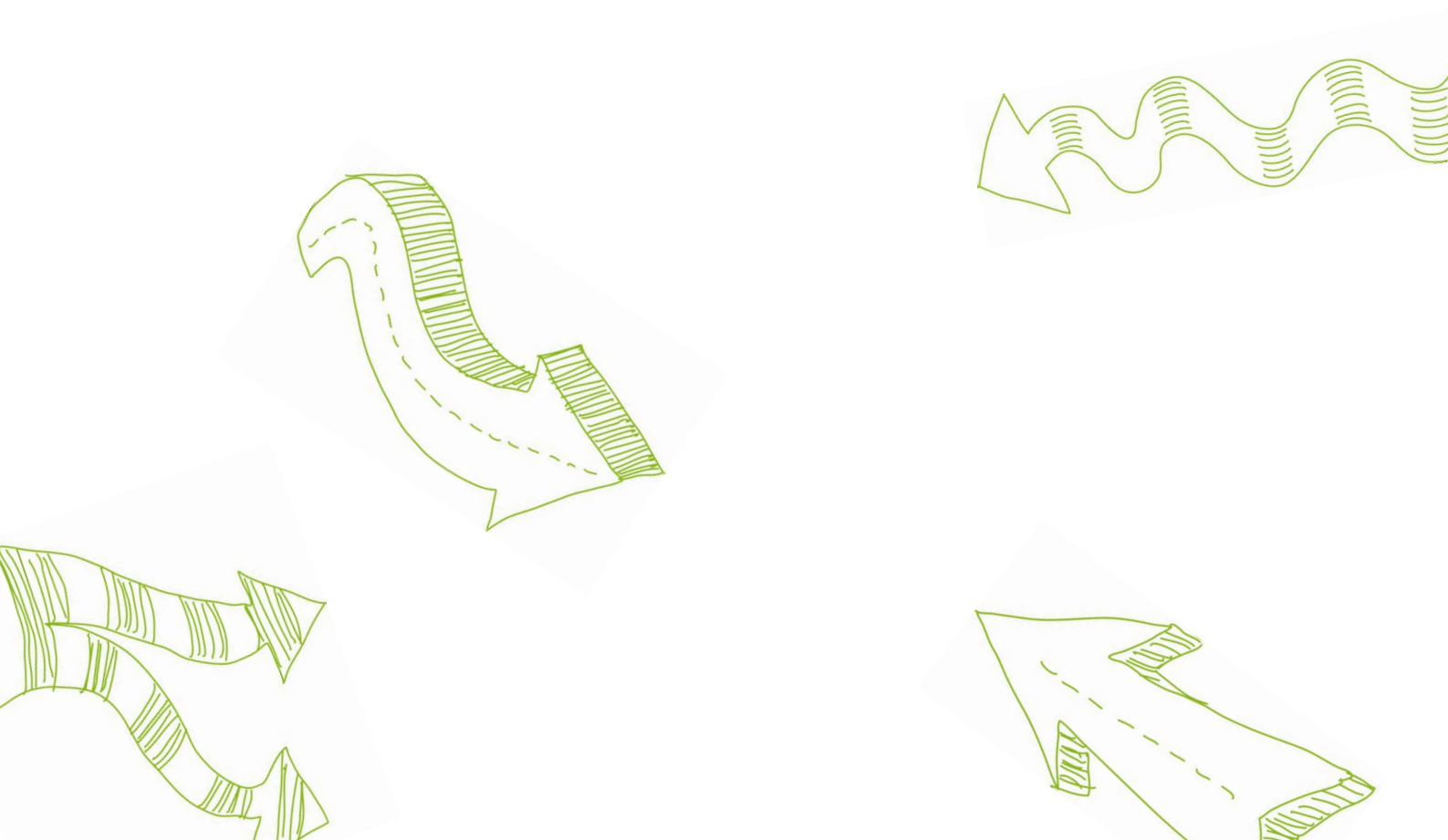


MARKETING CONCEPT FOR CYCLING PROMOTION

AUGUST 2014



MARKETING CONCEPT

Within the project abc.multimodal the city partners have tested different marketing instruments to promote cycling and elaborated marketing concepts. This document is based on these cities' marketing concepts and proposes a structure for a marketing concept with some recommendations for the contents.

1. STRATEGIC OVERVIEW

The introduction should describe the aim and cause for drafting a marketing concept. The target group the marketing concept is designed for should be named. The most important strategies should be summarized.

2. BACKGROUND INFORMATION

The marketing concept should consider main relevant background information like:

- Status of cycling promotion in the city (modal share of cycling, cycling climate, cycling culture, marketing for cycling so far)
- Relation to city's overall marketing concept

3. OBJECTIVES

The objectives should be clearly defined. They should address the following topics:

- Change of attitude and behaviour towards cycling
- Related objectives like climate protection, health etc.
- Improve conditions for cycling

4. TARGET GROUPS

This chapter should answer the following questions:

- Who should be addressed by the marketing measures, who can be reached?
- Which institutions and persons can support the marketing?

5. MESSAGES

What are the main messages of the marketing concept? They should be clear and simple.

6. MEDIA AND EVENTS

Media can be existing media like newspaper, TV, radio etc.

Different forms of media or events can also be developed for the marketing and should be described here, e.g.:

- Special website
- Yearly cycling event

7. TIMELINE AND RESOURCES

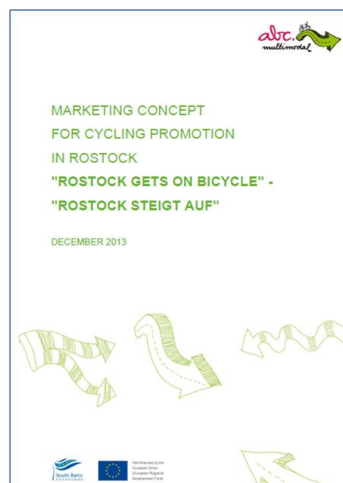
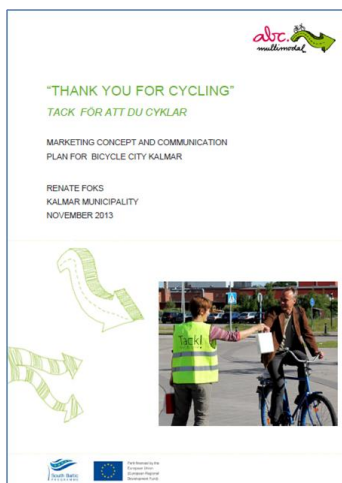
There should be a timetable for marketing activities; responsibilities should be clearly described.

The costs and available financial and personal resources are very important for the realization of the marketing concept.

8. EVALUATION

Marketing measures need to be evaluated. The marketing concept should already contain a strategy for evaluation as it has to start with the very first step beginning with a baseline analysis.

ABC-CITIES' MARKETING CONCEPTS:



abc Multimodal - Access by Cycling - Integrating cycling into multimodal transport system and mobility culture

Functional concepts addressed to needs as well as to citizens' activities

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Category	1. Planning and implementation	2. Promotion and communication	3. Monitoring and evaluation
Planning	1.1. Planning and implementation of the project 1.2. Planning and implementation of the project 1.3. Planning and implementation of the project	2.1. Promotion and communication of the project 2.2. Promotion and communication of the project 2.3. Promotion and communication of the project	3.1. Monitoring and evaluation of the project 3.2. Monitoring and evaluation of the project 3.3. Monitoring and evaluation of the project
Promotion	1.1. Planning and implementation of the project 1.2. Planning and implementation of the project 1.3. Planning and implementation of the project	2.1. Promotion and communication of the project 2.2. Promotion and communication of the project 2.3. Promotion and communication of the project	3.1. Monitoring and evaluation of the project 3.2. Monitoring and evaluation of the project 3.3. Monitoring and evaluation of the project
Evaluation	1.1. Planning and implementation of the project 1.2. Planning and implementation of the project 1.3. Planning and implementation of the project	2.1. Promotion and communication of the project 2.2. Promotion and communication of the project 2.3. Promotion and communication of the project	3.1. Monitoring and evaluation of the project 3.2. Monitoring and evaluation of the project 3.3. Monitoring and evaluation of the project