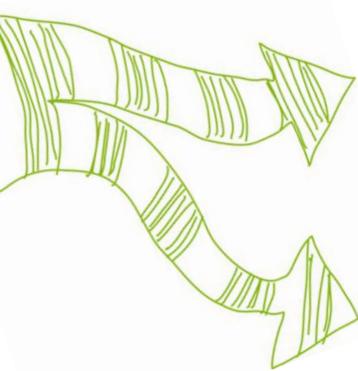
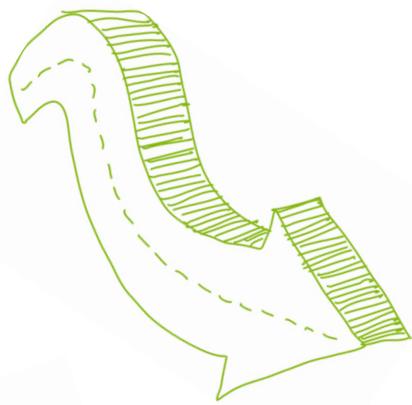


“THANK YOU FOR CYCLING”

TACK FÖR ATT DU CYKLAR

MARKETING CONCEPT AND COMMUNICATION
PLAN FOR BICYCLE CITY KALMAR

RENATE FOKS
KALMAR MUNICIPALITY
NOVEMBER 2013



BACKGROUND INFORMATION:

Since 2010, the working group for *Kalmar Bicycle City* has been working to raise the status of cycling both internally in our organisation and externally. The understanding of what *Kalmar Bicycle City* does and stands for has been incomplete and fragmented, and it has therefore become necessary to have a communication plan that clarifies how the project's message should be communicated in various forums and to various target groups. It will create an understanding of the work done in the project and to convey a positive feeling when thinking of Kalmar and cycling.

A communication platform has been developed using a back casting model. In this approach a future vision helps us to work towards the goal here and now. This platform will work towards a better profile towards the media and an increase in the appreciation of the work of *Kalmar Bicycle City* by the local residents. By using the communication platform, the messages can be consistent regardless the source within the organisation. This will lead to a better use of resources, where one does not have to reinvent the wheel every time a message should be communicated.

Through coordinated, strategic and thoughtful communication, we can clarify *Kalmar Bicycle City* which in its turn will increase its effectiveness.

MUNICIPAL COMMUNICATION PLAN

The former department for communication has developed a general communication plan for the City of Kalmar. These guidelines form the basis for all communication, including communication of *Kalmar Bicycle City*. These guidelines form the basis of this communication plan.

The core values in this plan (c / o Kalmar) are:

- a friendly reception
- quick handling
- prevent sending someone from “pillar to post”, between different departments
- accurate information on all matters
- understandable decisions and disclosures

These core values will also characterize the *Kalmar Bicycle City* approach.

PURPOSE

The basis for a professional and deliberate approach is a strategy with a theoretical basis and practical use.

The working group will have access to a set of values, a graphic design, attributes and the right words and actions to show how the project is alive and delivers its mission in everyday life.

AIM

The target group who will receive the message will quickly recognise the sender and know what *Kalmar Bicycle City* stands for.

VISION

The City of Kalmar has developed a vision for how Kalmar should be perceived in its Master plan, which is expected to be adopted politically in 2013. The Kalmar County works to be fossil fuel free in 2030, which places great demands to reduce car use and increase the use of other means of transport.

Our Master plan describes a broad effort to make Kalmar a bicycle friendly city. The fundamentals are good. Most of the municipality is only moderately hilly and the large housing estates on the outskirts of the urban area (Smedby, Lindsdal and Rinkabyholm) are within easy cycling distance (max 25 minutes). The cycle network, that connects sea, city and country side, makes it possible for many to explore these unique habitats that Kalmar has to offer.

Summarised, one can say that the Master plan focusses on:

- It should be fun to bicycle
- The cycling lanes should have high standards
- Bicycle ways should offer quicker routes than car roads
- Kalmar need to grow from within and become a more compact city in order to facilitate everyday life

CORE VALUES

In order to best communicate outwardly what *Kalmar Bicycle City* stands for, it is important to have a common view within the Working Group. To this end, the Working Group had a workshop to develop a common picture from the people involved what the "*Ultimate Bicycle City*" is and should be. This vision is a complement to the vision contained in the Master plan.

The core values for Bicycle City Kalmar are:

Inviting,

Cool,

Confident,

Smart

Comfortable

TARGET GROUPS

The communication strategy describes how to make conscious and active choice in how, when and with whom we choose to communicate. The key to success is knowing why and on what grounds we make these choices.

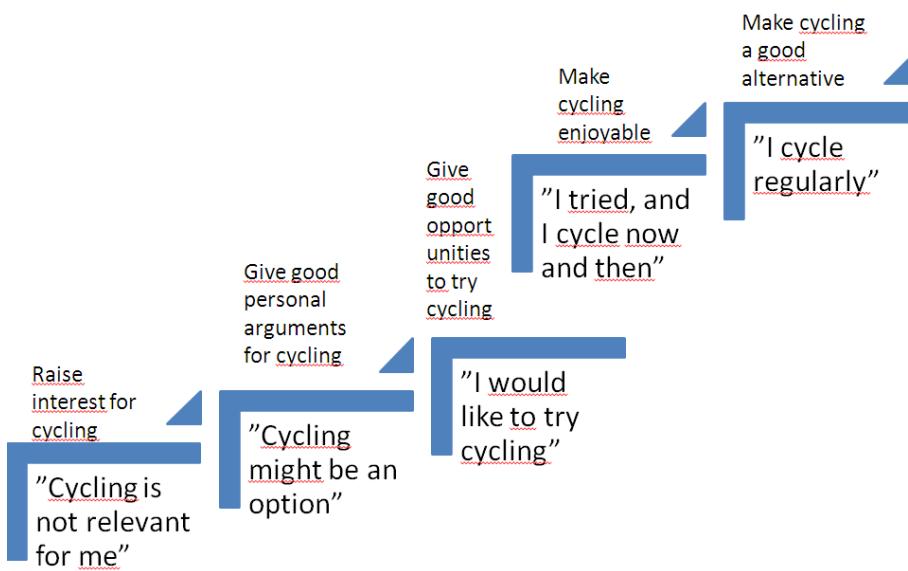
The communication strategy addresses the following areas:

- Internal dissemination of information
- Communication with the public or during events
- Communication with local politicians
- Communication with other authorities
- Communication with other organisations and companies
- Communication with the media
- Graphical profile

For the public target group, we focus on adults over 18 years of age, who are cycling or can consider to cycle.

We use the theory of behaviour from the Danish cycling consultant Thomas Krag, which describes choices for behaviour as steps on a staircase, as shown in the figure on the next page. The theory argues that the effect of cycling communication should be preventing people moving down the stairs. Actions should be focussed on keeping people on the same level and persuade them to take a step up the stairs. Communication actions should address the ones at the top on the stairs, who can in their turn motivate those who are on lower levels.

Our actions for this target group aim to express unexpected appreciation for cyclists and to provide functional, health and safety related service to cyclists. Methods used are for example guerrilla and viral marketing and develop service packages (event equipment that can be gathered and taken to event points in a short period of time)



The key words in all communications are:

- *Thank you for cycling!*
- *Kalmar is a good bicycle town that continually strives to get even better.*

The attitudes we want to increase are:

- Kalmar is a good cycling city, which is constantly improving
- Cycling has advantages
- Traffic users shall respect one another
- Cycling gives freedom year round

The feelings we want to associate with our communication are:

- *As a cyclist, you are appreciated for choosing the bicycle as a means of transport*
- *Cycling is something one can do year round.*

On the whole, the overall vision is: Kalmar will have a strong bicycle culture supported by the whole community



Event tent Thank you
for cycling, “Tack for att
du cyklar”



All our equipment fits in
our event bike and on
the trailer



Guerrilla actions during
morning rush hour, May
2013

DESIGN

Kalmar works with several graphical solutions which convey our message to the public “Thank you for cycling”



(TACK for att du cyklar, Thank you for cycling, message on the cycling map)

We want to convey our leading words (inviting, cool, confident, smart and comfortable) in language and form. On our communication we use the city's colourscheme and font.

BIKE ICON

This bike icon is included in all our communication, including signposts. The icon was designed by Kalmar designer Jangir Maddadi.





Example of bike icon use: cycling monitor (June 2013) and on cycling signposts

Example of advertisements/posters (fall activity 2013):



I BIKE KALMAR

On “give aways” another message than “thank you” is more appropriate. Therefore we have adapted our own version of “I bike...”. A message and design that suits our goals.



Example: I Bike Kalmar on our “event” bicycle and give-away water bottles



WHAT'S NEXT?

The marketing concept „Thank you for cycling“, has been developed by the working group *Bicycle City Kalmar* in cooperation with Kalmar information unit. The work has even gotten help from the Linneaus University, by means of student papers, and external consultants. As from 2013 we will test and evaluate this concept. The concept will continue to develop, where new ideas and experience will lead to additions and adjustments.

For more information on our cycling marking concept, contact communication manager Mr Thomas Eidrup,
thomas.eidrup@kalmar.se

Please check www.kalmar.se/cykel to see what is currently happening in *Bicycle City Kalmar*!