Prestige Worldwide Business Pitch
And for the sake of this presentation... we also do Bicycles...
GREENSPOT

Marketing Campaign
custom made for Germany

Miguel Sánchez Sada
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• Introduction
• What?
  • Green Spot
• Who?
  • Target Market Identified
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Why GreenSpot and What the Hell is it?
What is our product?

Basically responds to help creating a space for environment friendly bike users to bring Positive externalities into the community.

It’s a Cafeteria "Starbucks style" with healthy food, gyro style, deli-house, home-brewed beer, coffee, tea, mojitos, etc.

It has a special workshops and a repair shop for break adjustment, gear regulation, wheels etc.
• What is our product?

• The name for the concept is called "Greenspot" The idea is to help the biking community by offering free air compressors, water dispensers, wifi and help by being a recharging spot for bike users inside the city.

• The whole design of the place is a mixture between environmentally friendly and biking. Special theme on decoration, ambient, music and parking spaces originally designed.
GREEN SPOT

More Later...
GREEN SPOT

• What does it offer?
• Offers touristic information and info regarding other related bicycle shops (repair shops, sales shops, etc.).

• It has a special workshops and a repair shop for break adjustment, gear regulation, wheels etc.

  • Bike Access – stands, locking, and parking
  • Merchandise - Repairs - Free Internet - First Aid
  • Coffee, Food, Snacks, etc.
  • Library Facilities

• A place to meet!
GREEN SPOT

More Later...
GREEN SPOT

Where we will be located?

Altefeuerwache, Mannheim

More Later...
Figures Support the idea
Germany has 82 million inhabitants.

- Age Structure
- Life expectancy
- Degree of urbanization
- Top 5 most populated cities: Berlin (3,426,354), Hamburg (1,739,117), München (1,260,391), Köln (963,395) and Frankfurt am Main (650,000)
Map with cities
• **How many bikes are there in Germany?**

• **How many km of bike paths are there in Germany?**
Data

- 62 Million Bikes
- 70,000 km of Biking Path
- Bike prices do not grow with the market.
- 8.3% always use bikes
2014 : 13% Growth Expected

3 Million Bikes / Year

Europe’s 10 Best Cities for Cycling
COFFEE FIGURES

CAN YOU GUESS WHO IS THE LARGEST CONSUMER OF COFFEE IN EUROPE?
Coffee figures

- Largest consumer of coffee in Europe is GERMANY
- 614,000 tonnes of coffee in only half a year
- First of all coffee
Coffe figures

• Inelastic price
• New market: cream
• Tchibo, coffe shops, like reference.
MOST BIKE-FRIENDLY CITIES IN THE WORLD

1. Amsterdam, Netherlands
   - 40% of all traffic moves by bicycle.
   - Pop.: 750,000

2. Portland, OR, USA
   - Varied bicycle network that connects all parts of the city.
   - Pop.: 533,492

3. Copenhagen, Denmark
   - Home to the world’s most successful community bicycle program.
   - Pop.: 1.8 M

4. Boulder, CO, USA
   - Great public programs that help promote and encourage safe biking.
   - Pop.: 101,500

5. Davis, CA, USA
   - Extensive network of bike lanes, paths, and grade-separated bicycle crossings.
   - Pop.: 65,000

6. Sandnes, Norway
   - The best facilities for cyclists in Norway.
   - Pop.: 6,000

7. Trondheim, Norway
   - An environmentally friendly city that promotes cycling.
   - Pop.: 161,730

8. San Francisco, USA
   - Large bicycle culture with some political influence.
   - Pop.: 744,041

9. Berlin, Germany
   - Designated street lanes, independent bike paths, traffic signals, bike maps.
   - Pop.: 3.4 M

10. Barcelona, Spain
    - Activities and events for bike safety, ample bike parking.
    - Pop.: 1,605,602

11. Basel, Switzerland
    - Clearly-marked networks of bicycle routes and paths.
    - Pop.: 200,000

5E’s

- ENGINEERING: What has been built to promote cycling in the community.
- EDUCATION: The amount of education that is available.
- ENCOURAGEMENT: Promotion of cycling through events and campaigns.
- ENFORCEMENT: Road safety and bicycling-related laws.
- EVALUATION & PLANNING: Systems to measure current programs to plan for the future.
2009 Bicycle Sales per Country

- Denmark
- Netherlands
- Finland
- Austria
- Sweden
- UK
- Germany
- Slovenia
- France
- Belgium
- Slovakia
- Cyprus
- Czech Republic
- Portugal
- Italy
- Hungary
- Estonia
- Malta
- Latvia
- Ireland
- Greece
- Spain
- Poland
- Lithuania
- Luxembourg
- Bulgaria
- Romania

Bicycle Sales per 1000 inhabitants
GERMANY - BICYCLE PRODUCTION
(1,000 units) 2000 - 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle Production (x 1,000)</td>
<td>3,400</td>
<td>3,000</td>
<td>3,045</td>
<td>3,203</td>
<td>2,940</td>
<td>2,714</td>
<td>2,490</td>
<td>2,400</td>
<td>2,418</td>
<td>2,248</td>
<td>2,229</td>
<td>2,288</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-11.76</td>
<td>1.50</td>
<td>5.19</td>
<td>-8.21</td>
<td>-7.69</td>
<td>-8.25</td>
<td>-3.61</td>
<td>0.75</td>
<td>-7.03</td>
<td>-0.85</td>
<td>1.78</td>
<td></td>
</tr>
</tbody>
</table>
What kind of bicycle they use?

- Trekkingrad: 34.0%
- Cityrad / Urban: 25.0%
- MTB: 10.0%
- Holland- u. Tourenrad: 3.0%
- Rennmaschine/ Fitness- Bike/Cross: 5.0%
- E-Bikes: 8.0%
- Sonstige: 1.5%
- Kinderrad: 2.0%
- Jugendrad: 3.5%
- ATB: 8.0%
CHILDREN CYCLING TO SCHOOL

% of children cycling to school / various ages*

- **China**: 60%
- **Netherlands**: 50%
- **Denmark**: 40%
- **Sweden**: 20%
- **Switzerland**: 17%
- **Germany**: 15%
- **UK**: 2%
- **Australia**: 2%
- **Canada**: 2%
- **USA**: 1%

*Source: Aggregated Sources and Various Ages (2008-2011) Chapter 11 in upcoming "City Cycling" Book
http://tinyurl.com/citycycling
GERMANY - BICYCLE SALES
(1,000 units) 2000 - 2011

<table>
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<tr>
<th>Year</th>
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<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales (x 1,000)</td>
<td>5,120</td>
<td>4,700</td>
<td>4,600</td>
<td>4,900</td>
<td>4,700</td>
<td>4,750</td>
<td>4,425</td>
<td>4,600</td>
<td>4,350</td>
<td>4,050</td>
<td>4,010</td>
<td>4,050</td>
</tr>
<tr>
<td>Evolution year/year-1 (%)</td>
<td>-8.20</td>
<td>-2.13</td>
<td>6.52</td>
<td>-4.08</td>
<td>1.06</td>
<td>-6.84</td>
<td>3.95</td>
<td>-5.43</td>
<td>-6.90</td>
<td>-0.99</td>
<td>1.00</td>
<td></td>
</tr>
</tbody>
</table>

Comments: SALES = SALES TO CONSUMERS
SWOT ANALYSIS

Strengths

- Is The first with this idea
- Segment valued at $37.5
- Starbucks experience
- Largest coffeehouse chain in the world
- Employee management

Weaknesses

- Coffee beans price is a influence over firm’s profits
- Market of bycicles also affects
- Product pricing
SWOT ANALYSIS

Opportunities

- Extend supplier range
- Expansion to emerging economies
- Increase product offerings
- Expansion of retail operations

Threats

- Rising prices of coffee beans and dairy products
- Trademark infringements
- Increased competition from local cafes and specialization of other coffeehouse chains
- Saturated markets in the developed economies
- Supply disruptions
STRATEGIC OBJECTIVES

• Financial Growth: To increase gross profit by 10% annually.
• Financial Efficiency: To decrease expenses by 5%
• Financial Efficiency: To improve overall productivity (doing more with what you have).
• Current Customer: Expand sales to existing customers.
• Current Customer: Increase customer loyalty.
• New Customer: Anticipate future customer needs through customer feedback.
• Product/Service/Program Mngt: To have all product meet standard of excellence guidelines.
Target Market Group Summation
“Bikers”
Cyclist
Possibly You?
Target Market Group Defined

- Bicycle Users
- 18-35 years old
- Active Life Styles
- Social Community
- “Green”
Green Germany

- Recycle
  - Pfand
  - Mülltrennung
- Public Transit
- Energiewende
  - Wind Farms
  - Biogas
  - Solar Energy
    - Domestic - Photovoltaic Panels
- Blauer Engel

- “Healthy Living, Healthy Working, Healthy Building”
German Life Style Explained

- Utilize Public Transportation
- Bratwurst und Bier
  - Brezel
  - Brötchen
  - Gebäck
- Purchasing Behavior
  - Quality
  - Appeal
  - Price
- Active

- 92% Environmental Protection
Green Spot

• Green Products
  • Biodegradable Cups
  • Organic Food/Drinks
• Recycle Friendly
  • Bins
  • Pfand
• Green Atmosphere
  • Green Furniture
  • Refurbished Goods
• How To’s/Info Sharing
  • D.I.Y.
Café Facts Continued

• Identify Competition
• Geographical
• ➔ CAFÉ | BAR ALTE FEUERWACHE

• BY CONCEPT
• ➔ No competition
Mannheim

• We wanted to pick somewhere we are all familiar with.

• Reasons for Location
  • Bike Lanes – Heavy Traffic
  • Room
  • Easy Access
  • Close to the River
  • Famous Intersection

Chosen Location:

ALTEFEUERWACHE
Marketing Campaign Overall Strategy

- Guerilla and Viral Marketing

...with a social value edge.
Strategy

https://www.helpscout.net/blog/viral-marketing/

To be Shared, Messages have to:

• 1. Be positive, dwelling on positive issues or topics.
• 2. Evoked a strong emotional reaction (joy, fear, anger).
• 3. Be practically useful.
STEPPS SYSTEM

- Social Currency
- Triggers
- Emotion
- Public
- Practical Value
- Stories
Viral Marketing Examples

- Guerilla Tactics
- Baking growth into the product
- Easter eggs and the experience
- Viral Series
- Interactivity
Baking growth into the product

SHOP NOW

Natural Candles
WITH A SURPRISE RING IN EACH
Easter eggs and the experience
Viral example

This is right.  This is wrong.

93Q

"Like" if you agree. (Comment if you disagree.)

Gina Forbes, Donna Riley, Carol Reynolds and 287,847 others like this.

12,372 shares

View previous comments 48 of 21,119
Operationalized Marketing Campaign

Spread all over city and in key places.

High Impact Advertisement Examples
Choosing the right spots
Sticking to other sources of Value
Cooperations & Collaboration
Community involvement
Promotion
Loyalty or reward Cards
Student Discounts
Flashmobs
Social Actions
Posters, Stickers and Paint-Spray Stencils

www.bikemap.net is now full screen.

Allow  Exit full screen
Community Service

We will Facilitate spray graffiti directions and addresses in dark places, walls, floor, curves or streets within Bicycle paths in Mannheim.

Obviously including our logo

When giving away Seat Covers on Bicycles parked all over the city we can involve community into something practical and useful.
Give Aways

• Pamphlets & Flayers

• Seat Covers: Community participation «Help somebody’s butt stay dry day»

• Merchandise: Stickers
Flash Mob

- We will do contest for special prices, gift cards, books, bycicles, services, etc. With fun twists

  Races
  - Bike tricks
  - Tournaments

And the very own GREENSPOT Flashmob!
Help make the city Greener

- Free Seeds when filling a loyalty stamp card.

- Recycle of all types of materials, machines, with collaborations of Wood artists, Inventors and Designers.

- All of our products are biodegradable!
Coffee Punch Card

- Rewards Card
  - Frequent Biker Card
  - Same as Mensa Card
  - Discounts
  - And

- Special Discounts for Students
- Special Discounts for Businesses
Channels or messages “already-there” to stick to.

a./ Online Sources
Leisure: Being present in websites of high visits and well seeing.

News: High impact public event to capture the eye of news websites.

DIY: Associating with Do-It-Yourself or Grow-it-yourself websites or Youtube channels.

Social Media: Facebook group, association with Facebook groups in Mannheim

Youtube: Creating own Channel, association with environmentally friendly and bike users channels. Also allowing interaction.

Own Website: Allowing interaction.
Channels or messages “already-there” to stick to.

- Messages that basically relate to Bikes and Environmentally Friendly
  - b. Mobile Sources
    - Entertainment:
    - Day-to-day Use: Apps like google maps, city advisor, We wanna be in shown in this apps.
    - Travel and tourism: We want to promote apps to travel through cities, and also be shown in them.
Channels or messages “already-there” to stick to.

- City
  Travel and Tourism: Appear on city maps.
  Transport: Appear in different Transports, specially where bikers can be seeing.
  Streets: Flayers. Maybe Gratifies in Trees with no toxicity, but nutrients,
  Community: We want to engage community positive externalities. Gain promotion by city green related strategies. Active participant.
Channels or messages “already-there” to stick to.

- d./ Competition
  Other Cafes: Place stickers, flayers around other cafes.
  Stops: Stickers, Flayers, near stops
  Kiosks:

- e./ Places
  Work places: Address companies that embrace the use of bike, maybe give discounts for their morning coffee.
  Universities: Same that with companies
  Schools: Instruct kids on bike issues and green action.
Channels or messages “already-there” to stick to. Paired with Local Rad Retailers

- f./ Bike Related
  - Societies or Clubs: Promote
  - Shops: Promote
  - Repair Shops: Promote
  - Sport Shops: Promote

- Discount policy, recommendations!
Finally **GREEN VIRUS**

- On our website and youtube we will make Viral Videos under the Recipe of STEPPS
Questions
Thanks!
References!

- http://www.frommers.com/slideshows/818451-europe-s-10-best-cities-for-cycling#slide841085#ixzz2myHXEdNQ
- https://www.destatis.de/DE/PresseService/Presse/Pressemitteilungen/zdw/2012/ PD12_022_p002.html
- https://www.destatis.de/DE/PresseService/Presse/Pressemitteilungen/zdw/2012/ PD12_022_p002.html