

NOW, NOT ALL SPONSORED ATHLETES ARE ATHLETES.

TYPICAL SPONSORSHIP MODEL



Cadel Evans - Winner of the 2011 Tour de France
Sponsored Pro Cyclist

GIANT'S SPONSORSHIP MODEL



Richard Black - Retiree
Sponsored MTB Rider

Artie Shaw - TV Salesman
Sponsored Commuter Rider

Jayne Burgess - Graphic Designer
Sponsored Road Rider

Emily Smith - Receptionist
Sponsored Lifestyle Rider

Lily Ferrara - Child
Sponsored Kids Rider

CHALLENGE

Giant wanted to increase take up of their 2012 bike range and establish a deeper relationship with cyclists of every age and ability.

IDEA

Instead of simply throwing big sponsorship dollars at a famous rider, we decided to ignore the usual formula and create a new kind of sponsorship model.

One that would give passionate, everyday riders the chance to be sponsored too.

We aired a TVC during the Tour de France, urging anyone on two wheels (or training wheels) to apply.

RESULTS

Cyclists shared the idea in their thousands online, resulting in a 2335% leap in traffic to Giant's website and a huge number of applications.

From the tens of thousands of entries, 30 everyday riders from around Australia were announced as the new official faces of Giant. These sponsored riders now appear in all advertising and collateral, at events and in the media, connecting with and inspiring normal cyclists everywhere.

Since the campaign aired, Giant has achieved its highest sales to date, becoming a brand defined by the millions of everyday cyclists, rather than just a few big-name superstars.

Advertising Collateral



Public Relations & Media Commitments



Magazine Reviews



Online Advertising



Demo Day Appearances

