

# Bike Week 2023

## Marketing Information Webinar

7<sup>th</sup> March 2023

# Agenda

- **National Marketing Campaign – TFI**
  - **Campaign Brief/Key Message**
  - **Visuals**
  - **Marketing / PR Plan**
- **Local Campaign**
  - **Toolkit & Resources**
  - **Social Media**
  - **PR**
- **Key Dates & Next Steps**

# Bike Week 2023 – National Campaign Brief

<b>Campaign Date</b>	2 <sup>nd</sup> - 20 <sup>th</sup> May
<b>Requirements</b>	Develop a creative and strategic media partnership to promote Bike Week 2023 to as wide an audience as possible.
<b>Communication Objective(s)</b>	Bike Week is taking place between 13 <sup>th</sup> and 21 <sup>st</sup> May and to mark the occasion there are a range of events taking place nationwide. The goal is to encourage people across Ireland to get on a bike during bike week and beyond. Highlighting the benefits of cycling; quick, convenient, affordable, efficient, economical, eco-friendly, healthy.
<b>Key Message</b>	Bike Week 2023 is taking place between 13 <sup>th</sup> and 21 <sup>st</sup> May. Cycling is for everyone!
<b>Target Audience</b>	All people nationwide, especially those who don't cycle regularly. Also includes commuters, families and leisure cyclists.

# Bike Week 2023 – Key Visuals

The key visuals are being used as the basis for all visual assets, including:

- Posters
- Campaign assets for social media, digital
- Certificates
- Other Bike Week branded formats





# BikeWeek

13th - 21st May 2023

**IT'S A BREEZE**



Getting involved in Bike Week is as easy as,  
well, riding a bike. Find an event near you.



[bikeweek.ie](https://www.bikeweek.ie)





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# Marketing Plan





# Bike Week 2023 – Media Strategy

Activity running 8<sup>th</sup> to 21st May

Radio

Print

Digital  
Display

Digital  
Audio

YouTube

Social  
Media

# Bike Week 2023 – Radio Spots

IRS activity to run on local regional stations and independent stations across the Country.



Urban Media to run on all stations:

Cork 96, FM104, Q102, Limerick Live, LMFM, Galway Bay, WLR FM as well as independent rural radio stations

**English & Irish**



# Bike Week 2023 – Radio



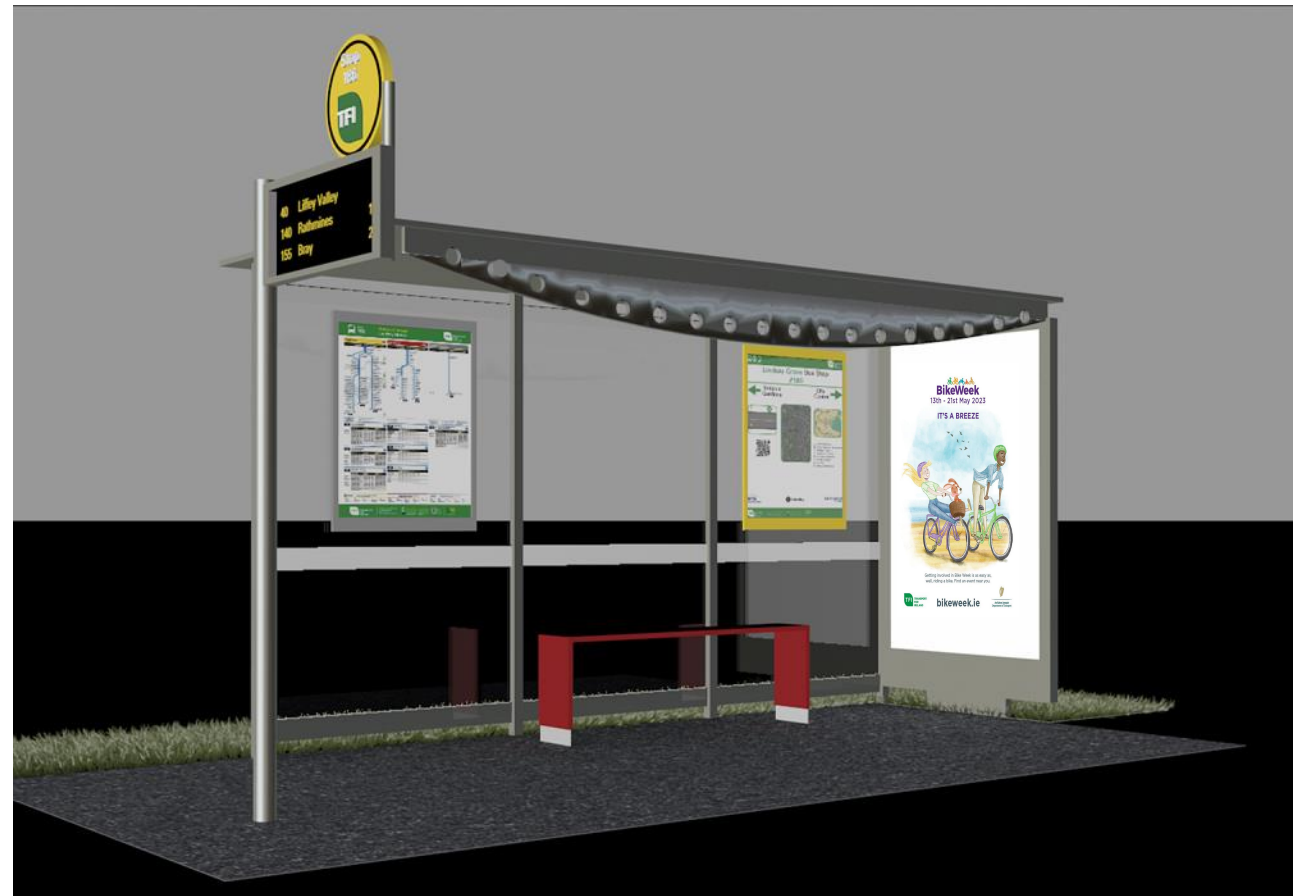
# Bike Week 2023 – Print & Digital Media

- **Advertorials will be run across a number of newspapers including the following:**
  - **Journal**
  - **Independent**
  - **Examiner**
  - **Irish Times**
  - **Breaking News**

**Sample advertorials for using at a local level will be included in Marketing Toolkit**

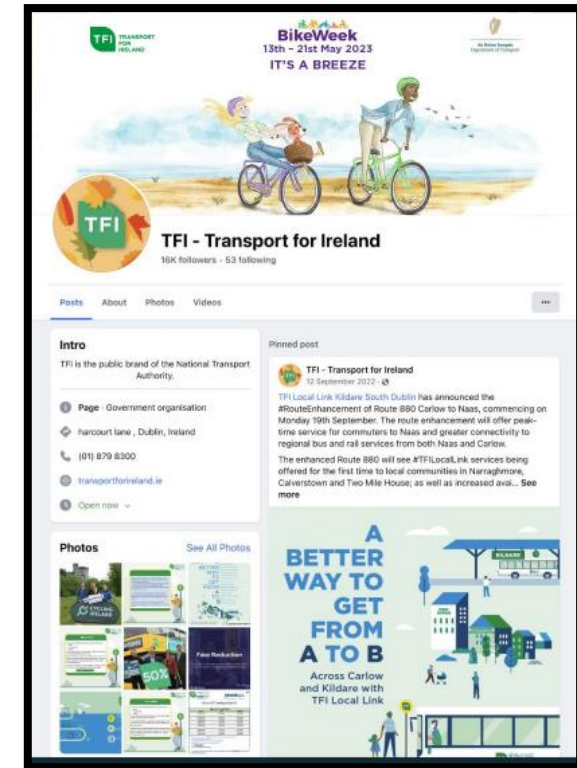
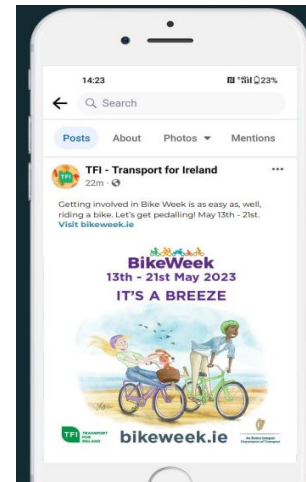
# Bike Week 2023 – Outdoor Media

- **Bus Shelters – Bike Week posters will be displayed on a number of bus shelters from 7<sup>th</sup> to 20<sup>th</sup> May.**
- **Digi Shelter**



# Bike Week 2023 – Social Media

Activity running 8<sup>th</sup> to 21 May



# Bike Week 2023 – VOD

The graphic features a central illustration of a family of four riding yellow bicycles on a grassy path. A woman on the left has a child in a basket on her bike. A man on the right is riding with a child. The background shows a green landscape with trees under a blue sky. The text 'BikeWeek' is written in a stylized font with colorful bicycle icons above it. Below it, the dates '13th - 21st May 2023' and the slogan 'IT'S EASY PEASY LEMON SQUEEZY' are displayed. Logos for TFI and the Department of Transport are in the top corners. A 'bikeweek.ie' URL is at the bottom center. There are also 'Ad link' and 'All Copyrights Reserved' labels.

**TFI** TRANSPORT FOR IRELAND

**BikeWeek**  
13th - 21st May 2023  
IT'S EASY PEASY LEMON SQUEEZY

[Ad link](#)

[bikeweek.ie](http://bikeweek.ie)

All Copyrights Reserved

# Local Campaigns – Toolkit & Resources





# PR & Comms

- National Press Release 1st week in May.
- A regional release should be issued directly from each LA/LSP to local media outlets
- National & Local Press Release
- Photography should include BikeWeek Corriboards
- Sample Editorial

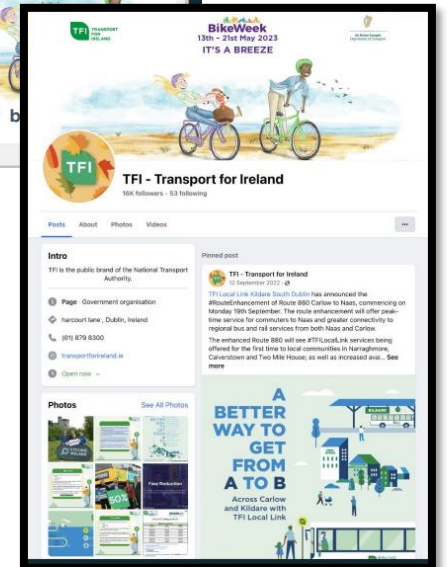
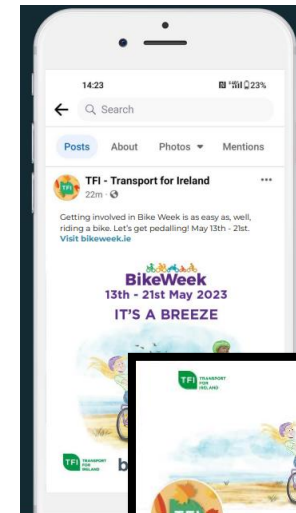


# Social Media

  
**BikeWeek**  
13th - 21st May 2023  
**IT'S EASY PEASY LEMON SQUEEZY**



- Gifs – Instagram, Twitter, Facebook
- Social Media Cheat Sheet
- TFI posts

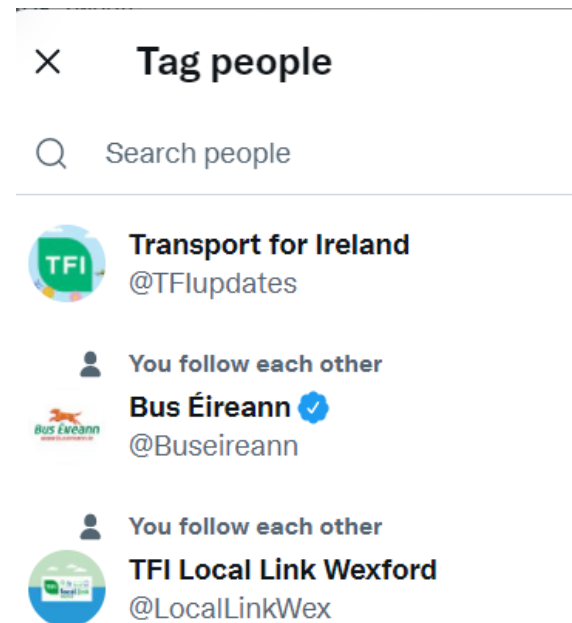
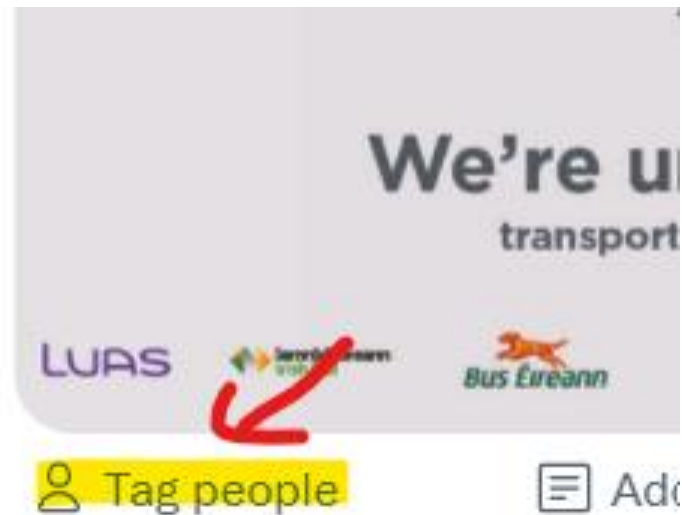


# Social Media

Primary #	Secondary #	Relevant #
<ul style="list-style-type: none"> <li><b><u>MUST</u></b> use <b>#BikeWeek</b> on first mention</li> </ul>	<ul style="list-style-type: none"> <li>#BikeWeekCounty, e.g. #BikeWeekCork, #BikeWeekFingal, etc.</li> </ul>	<ul style="list-style-type: none"> <li>2 max on <b>Twitter/Facebook</b></li> <li>3 max on <b>LinkedIn</b></li> <li>10 max on <b>Instagram</b> (suggested to use up to 5)</li> </ul>

# Social Media Basics

- Link SM posts to Bike Week event page
- Include TFI/NTA handles when possible (can tag up to 10 accounts on images on Twitter)



# NTA/TFI Accounts

- **NTA**

- **LinkedIn:** [https://www.linkedin.com/company/national-transport-authority\\_2](https://www.linkedin.com/company/national-transport-authority_2)

- **TFI**

- **Twitter:** <https://twitter.com/TFIupdates>
- **Facebook:** <https://www.facebook.com/TransportforIreland/>
- **Instagram:** <https://www.instagram.com/transportforireland/>



- **TFI Smarter Travel**

- **Twitter:** <https://twitter.com/TFISmartTravel>
- **Instagram:** <https://www.instagram.com/tfismartertravel/>



# Bike Week 2023 – Branding

- **Don't change the logo**
- **Don't change the Bike Week visuals**
- **Don't change the Bike Week posters except were using the editable posters**
- **Don't put anything before #BikeWeek**

# Bike Week 2023 – Website

## Public Facing and Private Page

- **Public page – Bike Week events by County**
- **Private Page – Marketing Toolkit & Resources - password**
  - [Bike Week Resources - Transport for Ireland](#)

# Toolkit & Resources





  
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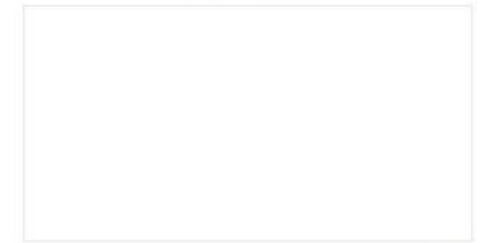
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find an event near you



**bikeweek.ie**



  
**BikeWeek**  
May 13th - 21st





**Certificate of Achievement**  
Congratulations

*Firstname Last Name*

for participating in BikeWeek 2023






  
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**BikeWeek**  
 13th - 21st May 2023

**Certificate of Achievement**  
 Congratulations  
*First name Surname*  
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Department of Transport

**Certificate of Achievement**  
**Congratulations**

*First name Surname*

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# Marketing Toolkit & Resources

- Posters – A4 & A3 - Irish & English
- Editable posters - Irish & English
- Social media assets - Irish & English
- Certificate – Irish & English
- Social media cheat sheet
- Press releases
- Sample local editorials
- Forms (events, greenways & cycle routes & grant claim forms)
- Logos – Irish & English
- Corriboards



# Bike Week 2023 – Key Dates

Date	Action
End March	Corriboards Distributed
Due 14 <sup>th</sup> April	Greenways & Cycle Routes uploaded to website
Due 14 <sup>th</sup> April	Confirmed Events for uploading to BikeWeek website deadline
Tuesday 2 <sup>nd</sup> May	National Press Release
Monday 8 <sup>th</sup> May	Regional press release issued directly from each LA/LSP to local media outlets
Sat 13 <sup>th</sup> May – Sun 21 <sup>st</sup> May	Bike Week

# Next Steps

- Plan your marketing campaign
- Greenway & Cycle route information
- Look at the [bikeweek.ie](http://bikeweek.ie) website
- Let us know how we can support you

# Timeline



# Thank You





# Questions





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