

ZIP: ZOOM IN PEORIA

BIKE HIRE CAMPAIGN
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DESIGN BRIEF

(Re)Imagine the brand identity of a local bike hire scheme in Peoria. This can be one that already exists, but most likely, a completely new scheme based down in the ever growing redeveloped Warehouse District.

Your brand should consider the opportunities bike hire can offer someone in your city, the experiences they'll encounter and create an identity that sells this opportunity. Along the way your campaign message should be able to create a sense of empowerment, self-esteem, self-achievement, and a sense of 'doing good' for the environment and personal health of your target audience.



RESEARCH & AUDIENCE

My primary research was on bike hires such as Chicago's Divvy, which despite covering an inevitably larger scene, had a clear and approachable method for bike hires in an urban setting. I also analyzed Discover Peoria, or peoria.org, which had a clean but charismatic brand to inspire enthusiasm for both tourists and residents to experience parts of Peoria they may have taken for granted before.

For a venture requiring mass appeal in the community, I aimed to cast a wide net to reach this bike hire throughout demographics in Peoria, with a few key focuses: college commuters, health enthusiasts, and tourists. These and any other potential audiences would be united under a primary message, that biking is an enlivening way to live in, explore, and experience Peoria.

For this wide, localized audience, I plan to reach them by saturating the bike hire brand throughout Peoria with billboards and road decorations outside, directly mailed postcards for residents, leaflets for indoor brochure stands, and merchandise giveaways.

MINDMAP

- CONVENIENCE (Pick up/drop off)
- HEALTH!
- COST EFFECTIVE
- ENRICHMENT

- ENVIRONMENT
- SAFER
- COMMUNITY
- HELP SUPPORT LOCAL BUSINESSES

- OSF/UNITY POINT
- RIVERFRONT MUSEUM
- CITYLINK?
- CIVIC CENTER
- PEORIA PARK DISTRICT
- HOSPITALITY (HOTEL CHAIN)
- BRADLEY/ICC

WHO MIGHT BE THE PERFECT SPONSOR(S)

CYCLE HIRE PEORIA
(WORKING TITLE)

BENEFITS TO INDIVIDUALS

BENEFITS TO PEORIA

WHY SHOULD THEY PARTICIPATE

AUDIENCE(S)

WHEN MIGHT THEY CHOOSE THIS OPTION

CITY COMMUTERS:

- SOCIAL WORK
- MEDICAL
- CAT
- HOSPITALITY
- CREATIVE
- RETAIL

STUDENTS

- RESIDENTS (Condos etc)
- BRADLEY
- ICC
- MEDICAL

TOURISTS:

- ART+RECREATIONAL VISITORS
- SHORT TERM (CONFERENCE)
- FAMILIES
- LONGER STAY

WHAT ARE CURRENT DISTRACTIONS + COMPETITION

- 1 BIG IDEA/MESSAGE
- 2 BRAND IDENTITY

- SUMMER
- ALTERNATIVE TRANSPORT
- TO SAVE MONEY
- WEEKENDS
- LUNCH BREAKS

- SOME 'UNSAFE' AREAS TO CYCLE
- WOULD TAKE LONGER TO GET FROM A TO B
- LIMITED 'LOAD'
- LAZY/NON-CYCLIST
- CAR/PUBLIC TRANSPORT/UBER/WALKING
- WEATHER
- PEORIA DRIVERS !!
- PHYSICAL DISABILITIES

- HEADED TO CLASS
- HEADED TO INTERNSHIP
- AVOID TRAFFIC

- POSSIBLE COST?
- HYGIENE

POSSIBLE TOUCHPOINTS

- AIRPORT (PIA, BLM, ORD)
- AT THE ACTUAL BIKE HUBS
- WITHIN THE SPECIFIC ENVIRONMENTS OF YOUR AUDIENCES
- SELECTIVE BILLBOARDS AND OTHER APPROPRIATE OOH
- SOCIAL MEDIA → COMMUNITY FOCUSED
- DIRECT MAIL PIECES AIMED AT GENERAL AUDIENCE(S)
- BUSINESS 2 BUSINESS MAIL PIECES → BUSINESSES + ORGANIZATIONS



SPONSOR

To emphasize the different themes of easy commuting, healthy living, and exploration, I envisioned three unique sponsors to be Bradley University, OSF HealthCare, and the Peoria Park District. These and any other potential partners would get their own bike designs (see Sponsor Bikes ahead), which would feature their logo and brand colors merged with the bike hire's brand identity. The different bikes would inevitably shuffle across the stations in Peoria and are not tied to one location, allowing the individual colors to vary interest and show off the sponsors in a strong way.

Additionally, I plan the bike hire to have a strong partnership with Discover Peoria, potentially as an extension or sister company in the efforts to inspire community and enthusiasm in the city. The Discover Peoria website would be intrinsically linked to that of the bike hire's website, standing in for the function of seeing the current events around town.



NAME & BRAND PROD.

The name caught on quick with my intended message. After considering different bike functions and verbs, I settled on ZIP, an empowering action that could also double as an acronym for the tagline: Zoom in Peoria. This had double meaning for the brand, emphasizing the motion of the bike and its offer to let users see Peoria more intimately, experiencing events and businesses they would have never thought of before.

I spent a considerable amount of time developing and rethinking ZIP's visual branding. My original concepts were aggressive and grungy, with sketchy textures and a bold contrast of purples and yellows. It was far too overwhelming and too niche to appeal to the necessary audiences, and leaned too hard on the more hardcore athletic demographic. I decided to keep a playful flair in the supporting vector art and fonts, but they would now be under the context of a much more welcoming, down to earth identity.



SCRAPPED BRAND CONCEPT

BRAND IDENTITY

The final brand for ZIP is lively yet reserved; bold without being ostentatious; able to fit into the Peoria scene and customers' lives noninvasively while still carrying its own expressive identity.

Tints and shades of a muted dark blue are the backbone of the identity while a lighter blue, cream, and orange add subtle vibrancy. The same balance of playfulness and restraint was considered in the fonts and vector designs.

TAGLINE/LEADING TYPES

Dazzle Unicase Medium

SECONDARY HEADLINES

Futura PT Book (All caps, large)

Body Copy

Futura PT Book (Regular caps, small)



5255 CP
HEX
#2A2343
RGB
42 35 67



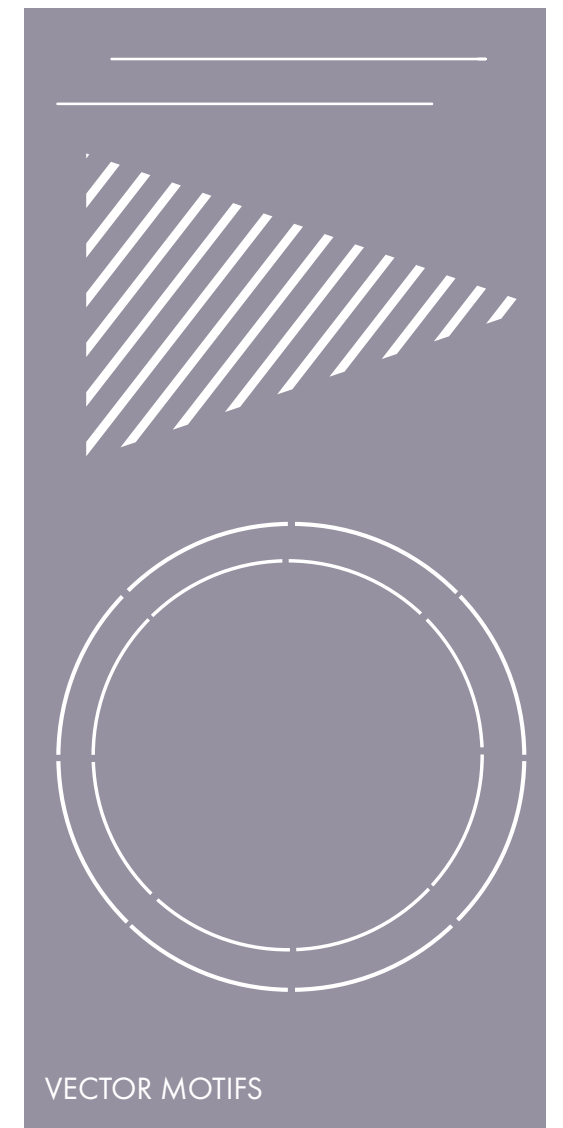
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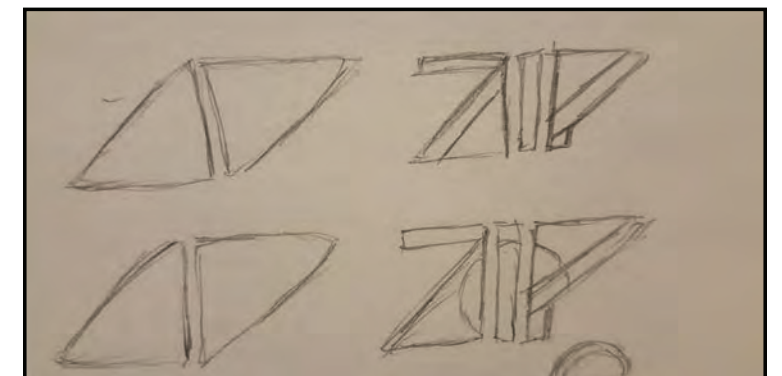
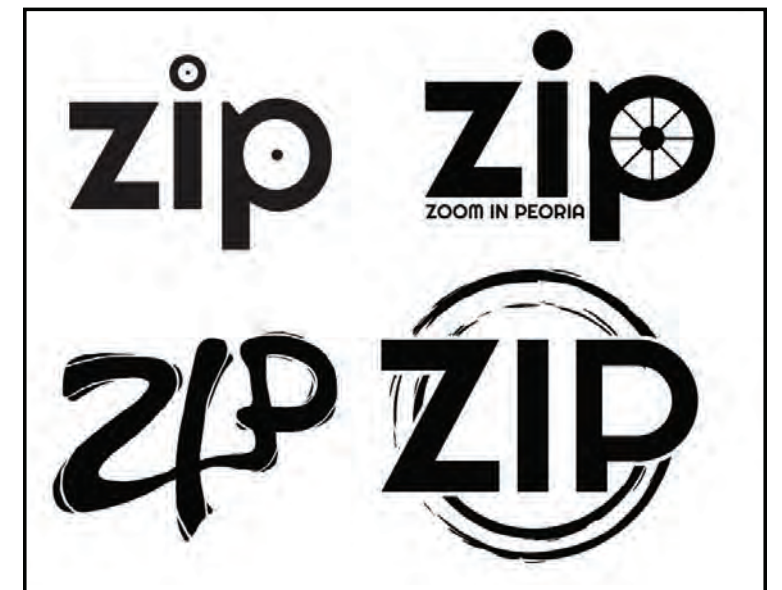
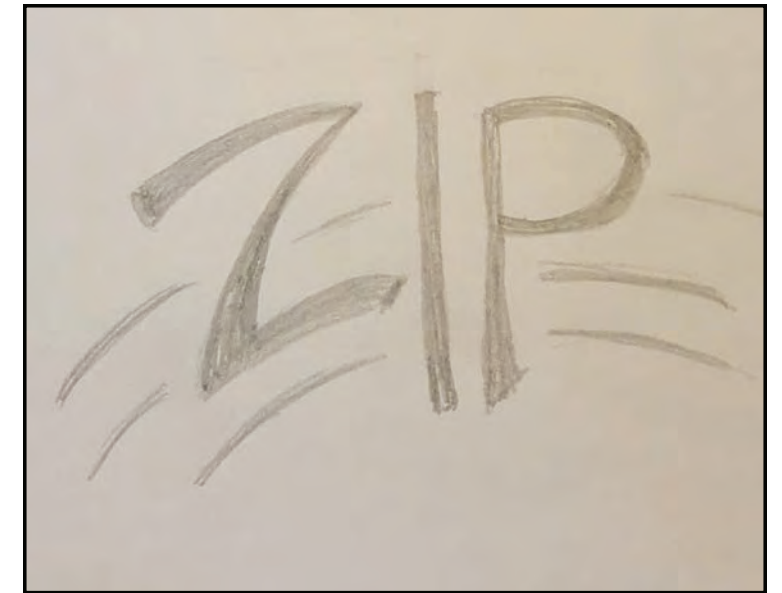


LOGO DESIGN

Creating the logo for ZIP was an extensive process of getting past all-too familiar illustrations of bikes and bike parts in favor of a more abstract approach.

The ending design alludes to the reflected triangle shapes seen in many bikes, in this case parallel and forming a subtle nod to a compass arrow. There is also a faint echo of road markings, and the interconnecting geometric shapes of the letters represent the twists and turns of the sidewalks and roads characteristic of downtown Peoria.

These factors result in a harmonious but slightly varied visual, made complex by its colors and markings, that emphasize a feeling of excitement but clear fulfillment of "Zooming" in Peoria.



LOGO CONCEPT SKETCHES



ZOOM IN PEORIA

WITH TAGLINE



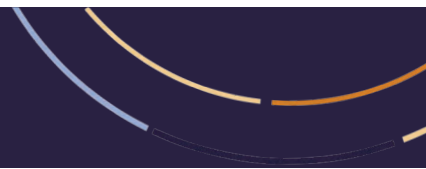
GRAYSCALE



FOR DARK BACKGROUND



FINAL LOGO



BIKE HIRE



ZOOM IN PEORIA

- 1 Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 2 Lorem ipsum dolor sit amet, Lorem ipsum dolor sit amet.
- 3 Minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.



MAIN BIKE / RACK / KIOSK



BRADLEY
University



SPONSOR BIKES



SPONSOR BIKES



SPONSOR BIKES



LOG IN

JOIN

HOW IT WORKS

PRICING PLANS

FIND A BIKE

DISCOVER  **PEORIA**



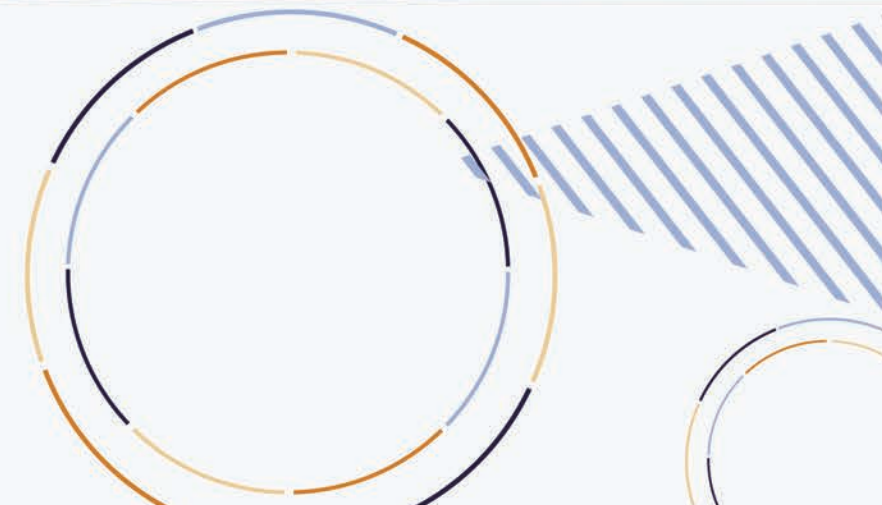
ZOOM IN PEORIA

Whether you're here to live, work, study, or visit, make the most of your time in The River City and your life by pedaling in style.

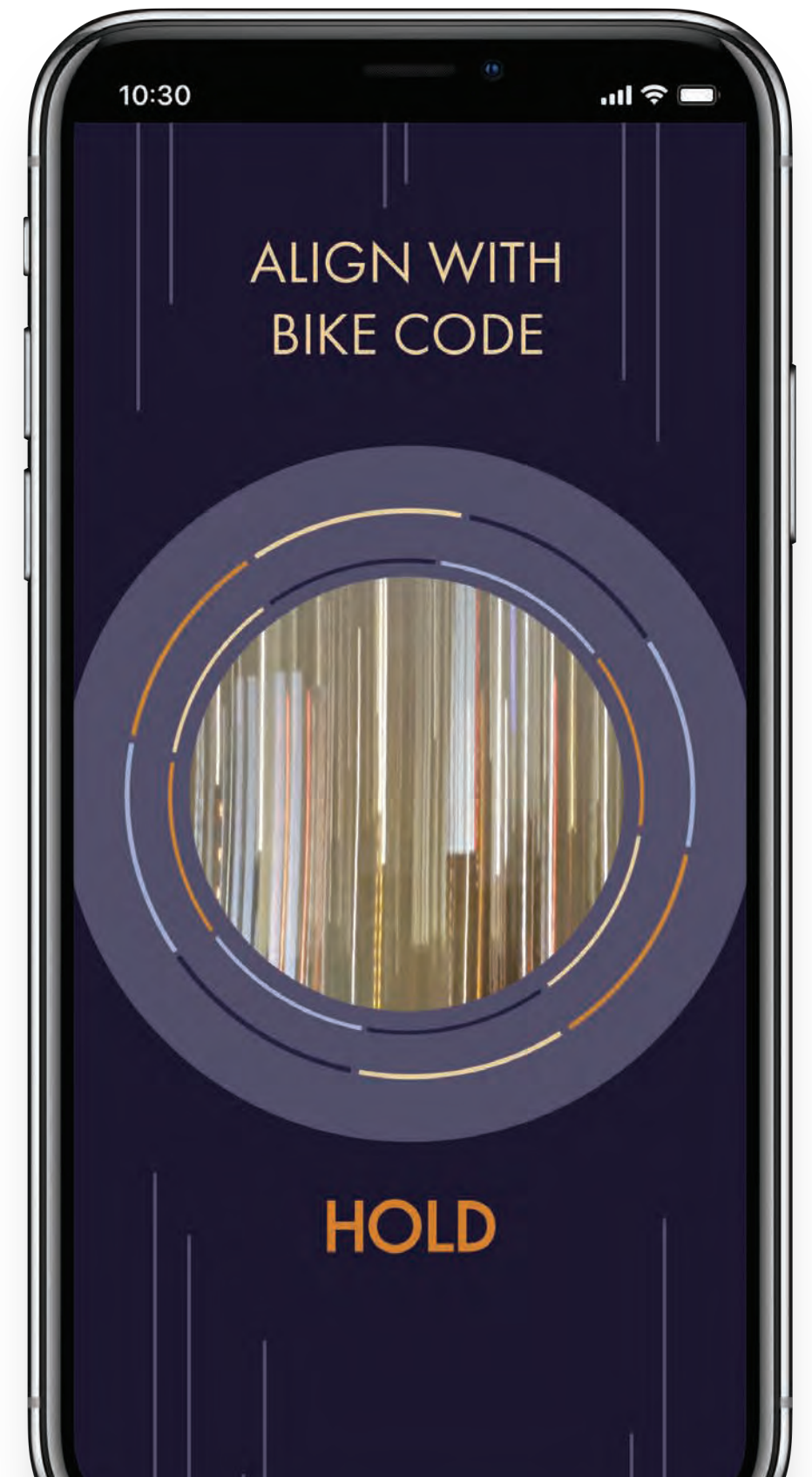
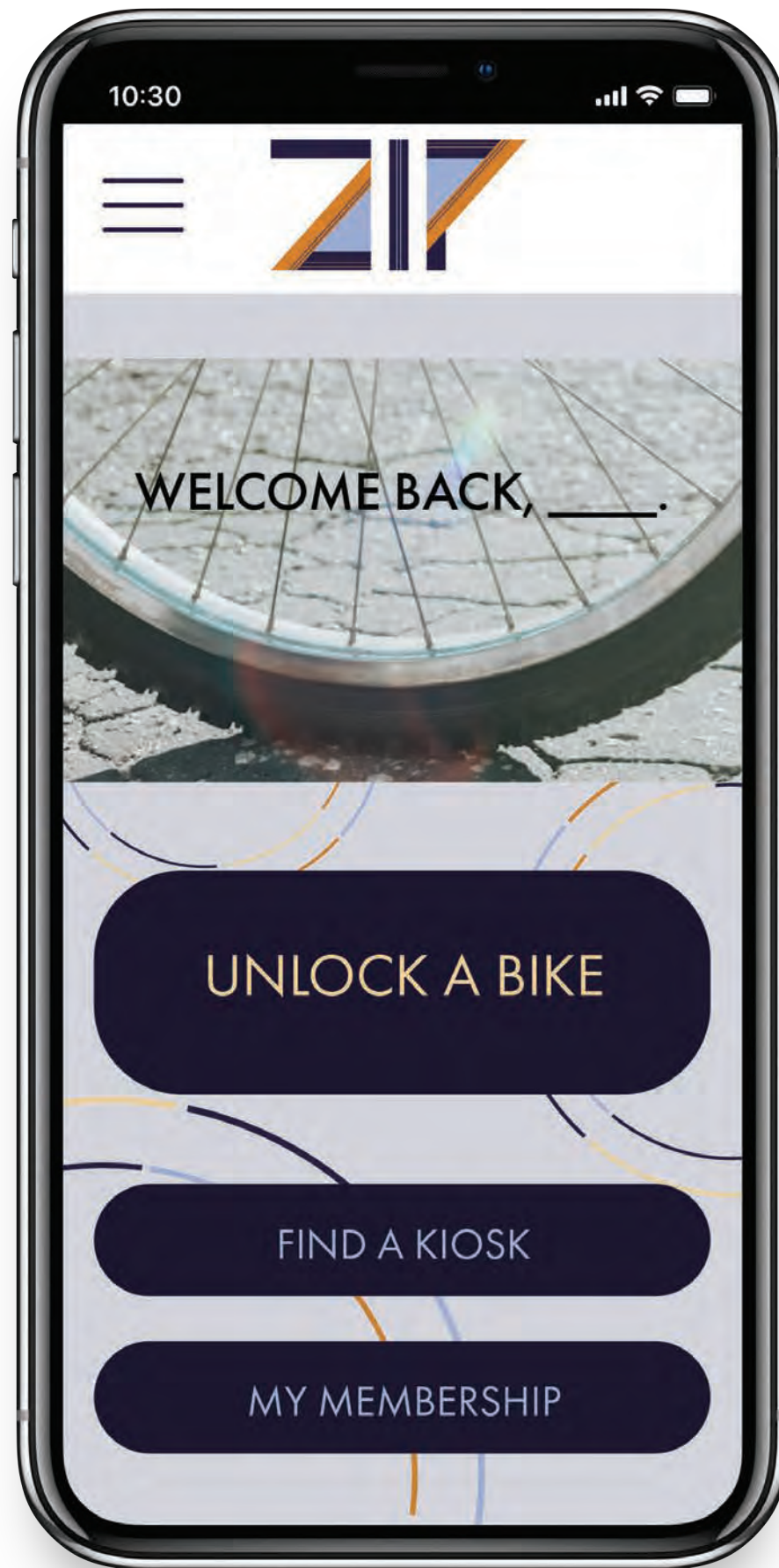
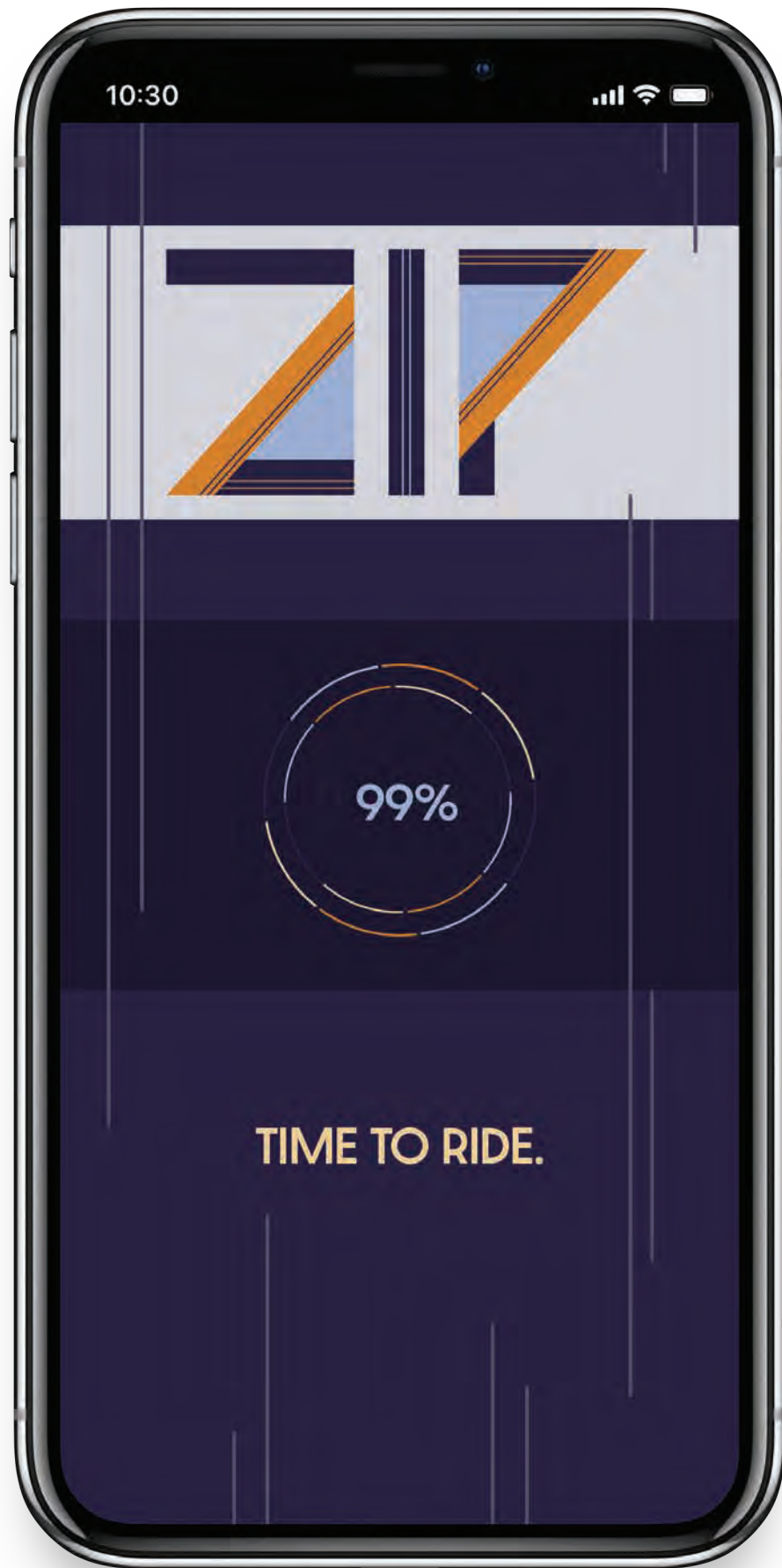
READY TO RIDE

Try a **\$2 HOUR-LONG** trip with us on the way to your next destination. Then check out our affordable plans as low as **\$9/MONTH** to get to Zoom in Peoria all day, any day.

[SEE MORE](#)



WEBSITE HOMEPAGE



APP DESIGN



BILLBOARD



MERCHANDISE



MAILER POSTCARD



STREET PRINT



LEAFLET



CAMPAIGN GOAL

The end goal for ZIP's marketing campaign is to disperse the brand all across roads, homes, and businesses, making it a household name in Peoria and turning all residents and tourists into potential customers by promising convenience, wellbeing, and community.

Aside from additional revenue, the planned merchandise of t-shirts and sports drink bottles could be cheap enough to mass produce and offer for free in sport, school, or other local events ZIP may participate in.

The eventual prevalence of ZIP's distinctly branded bike hubs and racks will inevitably become a marketing piece of themselves, displaying their convenience right out in the field and standing out among city, campus, and park settings with the differently marked colorful bikes.



CONSUMER GOALS

Each branch of marketing will intend to lead consumers to zippeoria.com, where they are welcomed to try an initial cheap bike ride and/or become regular users with daily or monthly fees.

This reach intends to make regular customers out of users, especially Peoria residents and commuters, and spread to others by word of mouth and the greater prevalence of ZIP bikes across the city.

With this progression, the end goal of ZIP is to create a greater sense of community and interest throughout Peoria, connecting people to local businesses, parks and attractions, and events that would have otherwise gone overlooked by simply driving or riding straight to their destination. A more intimate journey creates a more intimate community.



ZOOM IN PEORIA