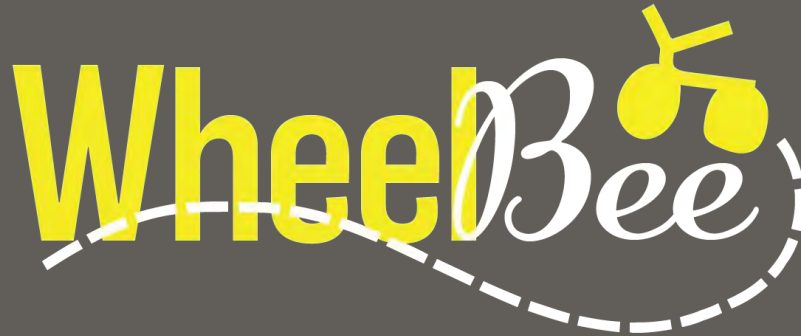


Peoria Bike Hire



Ashliana Mueller

Objectives and Research



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.

Research the different types of schemes (see links to a Chicago one and the enormously successful London scheme, then pick either a GPS, dock based or monthly lease bike scheme, depending on what makes the most sense in Peoria. This challenge is all about the brand identity for your scheme. *Don't get hung up on what makes this scheme different from others, but instead how your brand identity can encourage people to opt for a bike over other options of transport around and about Peoria.*

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 and Audience

My research involved looking at other existing bike share brands. I primarily looked at Divvy because it is close to Peoria, but I also looked Santander, Citi Bike, Bay Wheels, Charlotte Joy Rides, and others.

When considering my target audience, I researched the benefits of cycling. There were several health benefits, such as a better heart, better immune system, better sleep, etc. There is also the environmental benefits to bike riding. However, the two benefits that I liked the most were improving mental health and improving socially.

For my audience I first narrowed down the age to young adults. Then I began thinking of what the audience's goals would be. I decided to focus on people who want to get involved in the community and are looking for an adventure/entertainment from cycling.

Bike Hire Peoria

Other Companies:

⇒ Driver: \$3.30 → 30 minutes

\$15 → 1 day

\$9 → 1 month

\$108 Annual Membership

OPes University Memberships → \$83 per year

Bike Rentals: \$40-\$100 to rent for a day

Peoria town
Development corp
Civic center
Riverfront



Santizer:

£2 ≈ 2.72

every 30 minutes

4/4



Simple, Explosion, Leisure, Wind, Free, Fly, Swift, wheels, Cycle, Culture, ride, Discover, Feel
Present present see, ee, s, ure, longer sounds, flowy Spontaneous

Biking: - More Senses engaged

- More awake

- More freedom on where you go, when you can stop, speed, etc.

- Health benefits: happier, better circulation, easier on body

Improves balance, posture, & coordination

* Experience Peoria

See
Feel

• Encourage tourists, students, & peoria residents to take a closer look at what peoria has to offer

• Focus on feeling/experience of riding a bike rather than commute or travel

- Target: Spontaneous people

Elements

- App or Card

- Scan bike or type in #

- Can report bikes as broken/need repair

- Kilo bikes?

Possible Names

• Wishit

• Fizgale

• Swiller

* • Rychard

• Cyphore

• Pedtown

• Comcycle

Observations

• Riverfront: Spiritual Peoria

• Hello Peoria Sign

• Warehouse district

• Station (s)/Atrium

• Colleges

• Parks

• Riverfront Market

Target: Spontaneous people

Audience

- 18-60 year old
- Spontaneous
- Tourists or those looking for an activity to do
- College students (who are bored)
- Community
- Explorers/adventures

Research

- 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/KC

WHO MIGHT BE THE PERFECT SPONSOR(S)

CYCLE HIRE PEORIA
(WORKING TITLE)

BENEFITS TO INDIVIDUALS

BENEFITS TO PEORIA

WHY SHOULD THEY PARTICIPATE

AUDIENCE(S)

CITY COMMUTERS:

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

TOURISTS:

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

WHEN MIGHT THEY CHOOSE THIS OPTION

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-CHELIST
- CAR / PUBLIC TRANSPORT / LIBER / WALKING
- WEATHER
- PEORIA DRIVERS !!
- PHYSICAL DISABILITIES

- POSSIBLE COST?
- HYGIENE

- HEADED TO CLASS
- HEADED TO INTERNSHIP
- AVOID TRAFFIC

POSSIBLE TOUCHPOINTS

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



Mindmap

Sponsor

My sponsor had to be more community based, so it could not be a health center or anything health base like other bike share companies (Divvy).

I searched for things to do in Peoria to find a company that is fun and community based, so it fits with my brand.

After looking at a few companies such as PACE and Peoria Riverfront Events.

In the end I decided to use the Peoria Civic Center as my sponsor because it has several events with a strong sense of community.



Creating the Brand

Name

When deciding on the brand name I wrote down several words that fit with the feel of the brand. Words like free, leisurely, swift, journey, feel, cycle, ride, wind, wheels, etc. I then looked at the common sounds in these words. There was a lot of ee, i, ure, and s sounds. Using these sounds as well as typical bike words I began to write down a whole bunch of brand names.

After having a third party look at the list of names, the names were narrowed down to five: Ryders, Rydaround, Wheelbee, Bikunity, and Byk. I narrowed it down to Byk and Wheekbee.

With these two names in mind I decided to create sketches for both and ended up only creating sketches for one.

Simple, Exploration, Leisure, Wind, Free, Fly, Swift, wheels, cycle, culture, ride, Discover, Feel
 Present pebbles, sh, ee, s, ure, longer sounds, Among Spontaneous
 Destinations
 Bikes, Paths

Byk BYK Byk BYK byk BYK BYK
 Wheelbee Wheelbee Wheelbee WheelBee
 Peoria Sites
 BYK BYK
 - Color

Possible Names

- | | | |
|-----------------|-----------------|--------------|
| • Wisht | * • Ryckwand | • Pedltown |
| • Fisgela | • Cyplora | • Comcycle |
| • Swiller | • Sweett | • Bikunty ** |
| • Wisyle | • Bikecom | • Pedel |
| • Swheelers | • Exeyle | • Vift |
| • Cycleture | • Cyclent | • PiFt |
| * Ryders | • Peddas Peoria | • Spontancee |
| • Explorycle | * Wheelbee | |
| • Peoria Cycles | • BikeVoyage | • Byk ** |
| • NrFly | • Pedal | • Turnee |
| | • Pedle | • |

Finding a Name

Creating the Brand

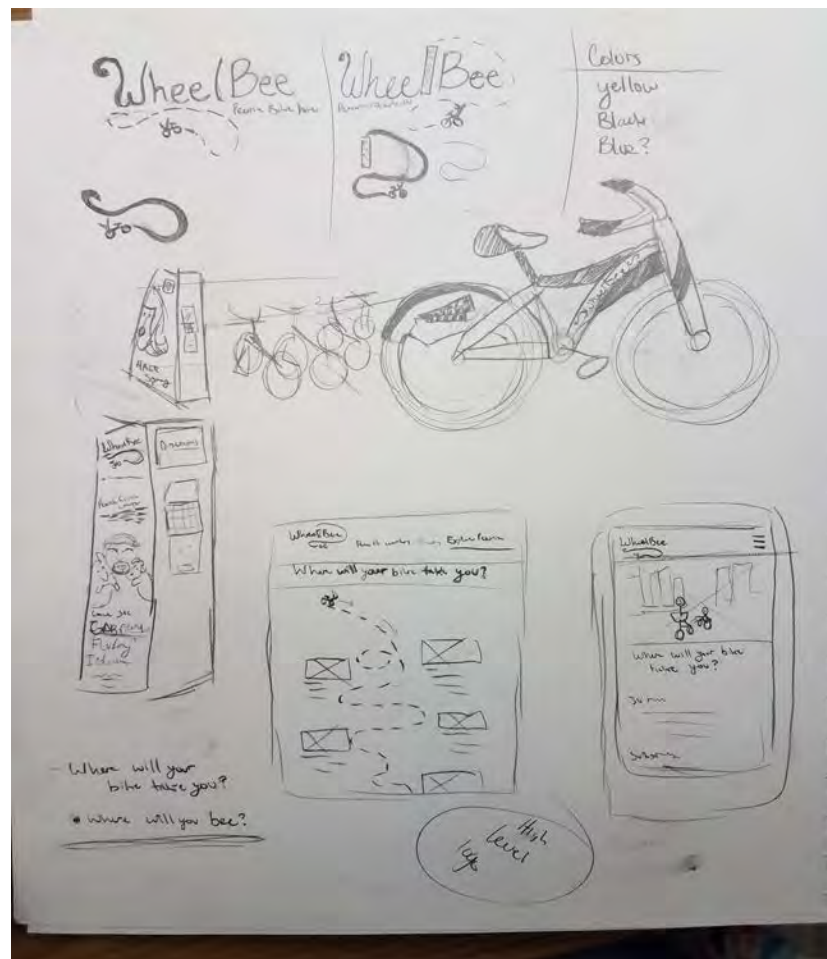
Name continued

I really enjoyed sketching for the brand Wheelbee, and I felt like it had the best fit for the fun community based audience I had picked. Bees hop from flower to flower, I want my audience to stop by the many businesses in Peoria. Bees live in a community. And bees have a strong theme I can build a brand off of. Byk is a good name, but it reminds me of Nike and feels more sporty, which is not where I wanted my brand to go.

So, I decided to use **WheelBee** as the official brand name.

The tagline came easily after that. **“Where will you bee?”** As in where will you bike too? It conveys the message of exploring different places in Peoria with the WheelBee bike.

Sketches





Where will you **BEE**?

Brand Identity



Color Palette:



Fonts:

Headings, Titles, and Important Text

Emphasized details

Body text and smaller details



Logos



Bike Wrap

Bike Rack



Website



Website

Wheel**2Go**

How it worksPricingExplore PricingFind a BikeHelpJoin

Where will you **BEE**?



About

Wheel2Go is a fun way to get around town and explore Peoria. Rent a bike and see what the town has to offer. The program is open to all ages and is a great way to explore the city. You can also use the bikes to get to work or school. The bikes are available for rent at various locations throughout the city. For more information, visit our website or call us at 309.696.1234. We hope you enjoy your ride and the views you see along the way.

Pricing

Single Ride

\$3.15

Clear up to 30 minutes

See Details

Day Pass

\$13

Unlimited 2 Hour rides for 24 hours

See Details

Annual Membership

\$8* month

One per year

Unlimited 1 Hour rides

See Details

How it Works



Unlock

Find one of the many bikes at the various locations in Peoria. Scan the QR code with the Wheel2Go app.



Ride

Explore Peoria with your bike. The bike is available for rent at various locations throughout the city. For more information, visit our website or call us at 309.696.1234. We hope you enjoy your ride and the views you see along the way.



Return

Find a place to return your bike. The bike is available for rent at various locations throughout the city. For more information, visit our website or call us at 309.696.1234. We hope you enjoy your ride and the views you see along the way.

Bike Hive Locations



Connect

System Data

Blog

Contact

Partners

DOWNLOAD APP

Sponsored by



[How it works](#)[Pricing](#)[Explore Peoria](#)[Find a Bike](#)[Help](#)[Join](#)

Where will you BEE?



About

WheelBee is a fun way to get around town and explore Peoria. Rent a bike and see what all the buzz is about. We encourage riders to act like a bee and stop at all the roses (or businesses) around Peoria. Say hi to other WheelBee riders and become a part of the Bee community. Whether you are a busy bee or a leisure bee, we ensure your journey will be more enjoyable with WheelBee.

Pricing

Single Ride
\$3.15

One trip 30 minutes

[See Details](#)

Day Pass
\$13

Unlimited 2 hour rides
for 24 hours

[See Details](#)

Annual Membership
\$8* month
\$96 per year

Unlimited 1 hour rides

[See Details](#)

How it Works

Website

\$3.15

One trip 30 minutes

[See Details](#)

\$13

Unlimited 2 hour rides
for 24 hours

[See Details](#)

\$8* month

\$96 per year

Unlimited 1 hour rides

[See Details](#)

How it Works



Unlock

Find one of the many hives in Peoria and unlock a bike. See bike availability with the [Wheelbee app](#).



Ride

Explore Peoria with your Wheelbee. Ride fast, ride slow. It is your journey.



Return

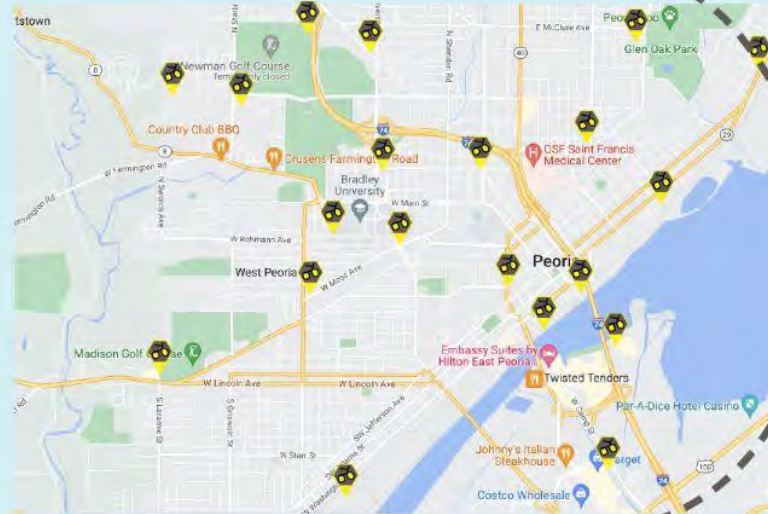
Firmly slide your bike into any of the hives around Peoria. Make sure the light turns green to ensure the bike is secure.

Bike Hive Locations



Website

Bike Hive Locations



DOWNLOAD APP



Careers

System Data

Blog

Contact

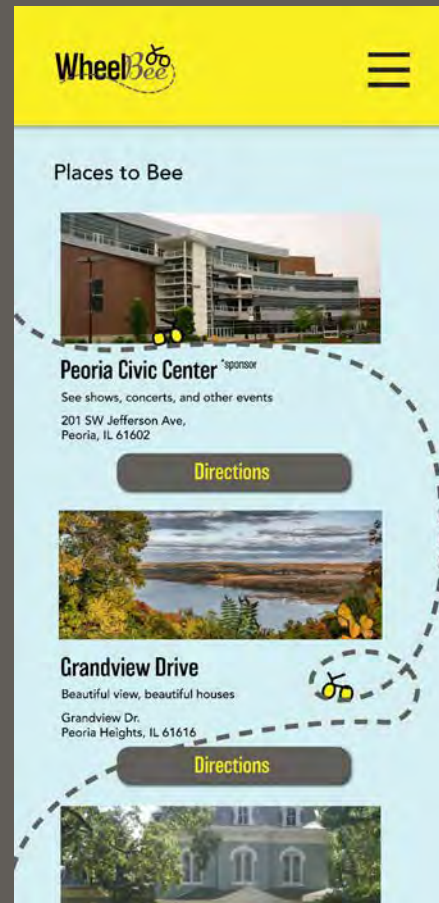
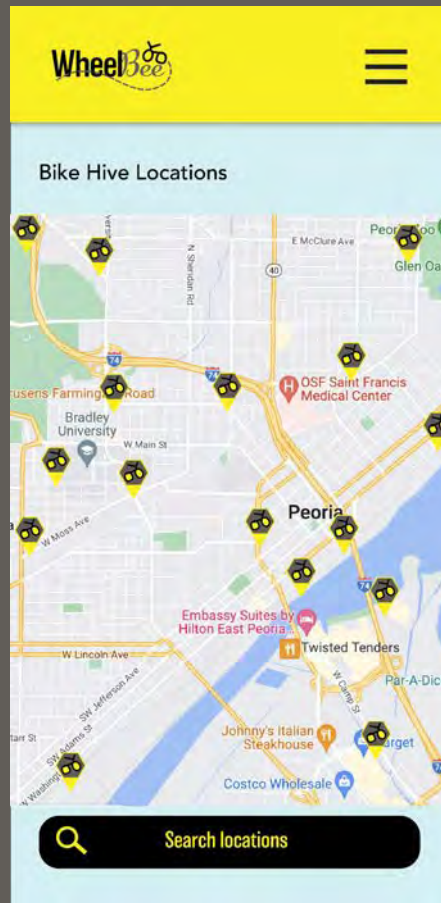
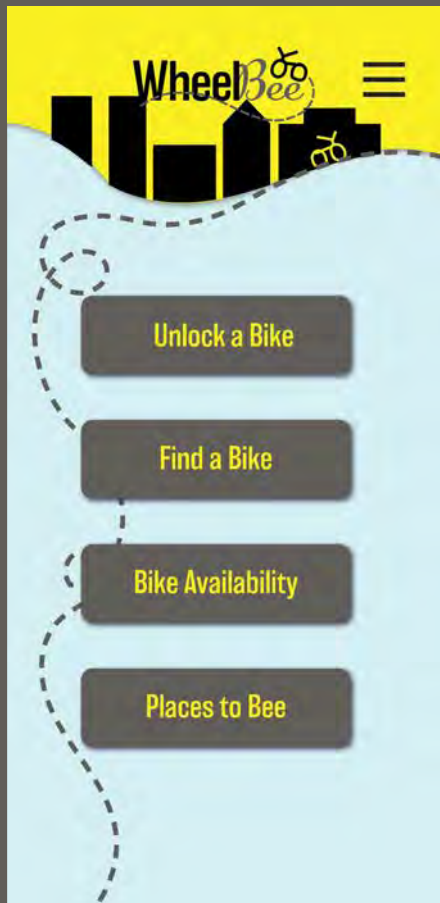
Partners

Sponsored by



Website





Merchandise





Merchandise

Promotion





Explore Peoria
Find a **Community**

#where will you **BEE**?

WheelBee

PEORIA CIVIC CENTER

The image shows three young adults (two women and one man) standing next to three yellow bicycles. They are looking at a smartphone held by the man. The bicycles have 'WheelBee' branding on the front fenders and a 'PEORIA CIVIC CENTER' logo on the rear fender. The background features a waterfront with a bridge and a large white building.

Billboard



Billboard

Instagram



wheelbee_



561 likes

wheelbee_ It's always fun to ride a WheelBee! Just ask @blawerence who rode his in this snow! He got a free Beanie for his devotion. Do you want free stuff? Use #wherewillyoubee with you and your WheelBee bike!



Social Media



Playbill



Peoria Bike Share

Where will you
BEE?

May 10th

Business Bingo!

Ride around Peoria with
WheelBee, fill out a bingo card,
and win a prize



Visit www.wheelbee.com for
more information

Sponsored by

PEORIA CIVIC CENTER



Peoria Bike Share

Business Bingo! May 10th

On May 10th WheelBee is ready for riders! Help us
celebrate this occasion by going to our website and
making a bingo card. Fill out the card by riding to the
various businesses around Peoria using our bikes. Take
a selfie with your bike at each location until you get a
bingo. Win a free T-shirt or Beenie!

Visit www.wheelbee.com for more information



Where will you BEE?



Sponsored by

PEORIA CIVIC CENTER

Playbill

Business Bingo

Players would travel around on WheelBee bikes and take selfies of themselves with the bike

They would need to visit the small businesses on their Bingo card to fill it out

Once they get a Bingo, they receive a free shirt or beanie

Builds community, encourages bike riding, helps small businesses

Campaign Goal

The goal for this campaign is to encourage consumers to hop on a WheelBee bike, explore Peoria, and then hopefully become a part of a strong WheelBee community.

Intended Consumer Actions

The hope is for consumers to see the WheelBee advertisements, or others sporting a WheelBee bike or merch, and want to join that community. The billboard for instance shows a hashtag that would link to social media advertisements. Real customers would post where they BEE and are featured on WheelBee's page and may get free stuff from it. The playbill ads would encourage people to get involved with Peoria. The ads would be at Civic Center events and would get larger and more detailed the closer the WheelBee event gets. Business Bingo would encourage people to not only use WheelBee, but also find out more about Peoria and its community.