

Le Tour de France Bike Shop 2020 Mini Ad Plan

Situation Analysis

In 2019, Le Tour de France Bike Shop successfully opened its pilot store in Fort Collins, Colorado and six additional stores in San Diego. Advertising efforts positioned Le Tour de France Bike Shop as a retailer of top-brand road bikes in addition to bikes, gear, and accessories for all ages, with friendly, personal service. Advertisements placed in local newspapers and radio worked to create brand awareness, generate store traffic, and foster positive brand interest and identity.

Despite gaining a portion of the Fort Collins bicycle market share, the release of the *2019 Best of CSU*¹ guide, lists Recycled Cycles as the “Best Bike Shop” and JAX Mercantile as the “Best Outdoor Gear Shop.” Runner ups were Trek, Gearage, REI, and Sierra Trading Post. This data is consistent with the guides released before Le Tour de France Bike Shop entered the market and pinpoints these companies as major local competitors.

There is a 51 percent growth in bicycle commuting nationwide.² In the past three years, the number of riders has risen by 4.5 million with a stable young adult market.³ This data indicates there are opportunities for market growth in addition to conquest sales. The data signifies the primary cyclist demographic as “young, affluent, highly educated and brand loyal [consumers] with a median household income of over \$80,000,” which indicates further growth opportunities.⁴ Although the majority of cyclists are Caucasian, minority groups account for 21 percent of all US bike trips⁵, which suggests the potential for an underserved market.

Events are major attractors.⁶ “More than 160 million people attended cycling events in the United States in 2018,” and 5.77 percent of people who watched the 2018 Tour de France were in the 18 to 29 demographic.⁷ This data suggests that participating in or hosting cycling events can further increase brand awareness, store traffic, and revenues. In 2020, Le Tour de France Bike Shop will enter the growth stage of the mature bike market. Primary targets are individuals 18 to 29 with higher income. Secondary targets include CSU college students, older consumers (29 – 45), and minority groups.

1 <https://collegian.com/best-of-csu/>

2 https://bikeleague.org/sites/default/files/LAB_Where_We_Ride_2016.pdf

3 <https://www.statista.com/topics/1686/cycling/>

4 www.tehachapigranfondo.com/about/demographics

5 <https://grist.org/biking/2011-04-06-race-class-and-the-demographics-of-cycling/>

6 www.statista.com/topics/1686/cycling/

7 <https://www.statista.com/statistics/229087/people-who-watched-the-tour-de-france-on-tv-in-the-last-12-months-usa/>

Paid Media Advertising Plan

The emphasis for paid traditional media ad creative will concentrate on the positioning strategies from 2019 selectively tailored for the primary and secondary markets. The plan also includes a combination of out-of-home advertising, events, and non-paid support opportunities.

Newspaper

- *The Coloradoan* has a readership of 94,000⁸ who fall into Le Tour de France Bike Shop's primary target audience of affluent, educated, active consumers in the target age group. Half-page black-and-white ads will be placed on a pulsing schedule to keep a continuous presence from March through October. Full-page color ads will flight during seasonal peaks (each buying period and events).
- *The Rocky Mountain Collegian* is a student-run paper, distributed both on and off-campus, aimed at CSU students and faculty.⁹ Although the newspaper may reach an audience beyond the CSU demographic, the focus for ad placement is the secondary campus population. A flighting schedule would be most effective for the secondary target. Quarter-page black-and-white ads will be placed mid-May through mid-June (summer for resident students). Half-page color ads will be placed mid-August through mid-September (fall term) where student and parent bicycle purchases would be heaviest.

Radio

- KCSU 90.5¹⁰, CSU's student-run radio station, was in the *Best of CSU* guide over the past three years, and "70% [of their] listeners are off-campus community members." High presence both on and off-campus makes this radio station a prime vehicle for advertising to both target audiences through underwriting. As the station targets both markets, a pulsing schedule is planned to run concurrently with *The Coloradoan* schedule. These would include pre-recorded announcements during the beginning of each sales session and show sponsorship live reads to promote events and activities as they occur. These ad buys will cover prime buying times (pre-spring period, spring period, the summer season, and post-season) as well as coverage for key student buying times (summer and fall).
- Advertising on three additional radio stations is planned to increase audience reach based on programming format: KKPL 99.9 (Windsor, CO; Hit Variety), KUAD 99.1 (Windsor, CO; Country), and KARS 102.9 (Windsor, CO;

8 <https://www.coloradoanmediagroup.com/advertising/the-coloradoan/>

9 <http://advertising.rockymountainstudentmedia.com/wp-content/uploads/2019/08/RMSMC-Rate-Info-2019-20.pdf>

10 <http://kcsufm.com/about-us/>

Rhythmic Contemporary). A pulsing strategy will be used for KKPL and KUAD from March to October. Ads with KARS are aimed at the secondary minority audience and will be placed on a flighting schedule (four weeks on, four weeks off) from March to October.

Magazine

Although relatively new publications, *Fort Collins Magazine* (quarterly) and *Scene Magazine* (monthly) offer opportunities to spotlight Le Tour de France Bike Shop's top-quality bikes.

- *Fort Collins Magazine* delivers to 40,000 recipients quarterly¹¹. Half-page, full-color ads will be placed in spring (April), summer (June), and fall (October).
- Quarter-page, full-color ads will be placed in *Scene Magazine*, which has a readership of 50,000¹² (between print and online editions) for months, March, July, and September.

Out-of-home

- **Billboards**: Two bulletin billboards will be placed through Lamar¹³ on I-25. Panel #75014 (10' x 30') is located on North-bound I-25, 1.4 miles North of exit 265 (Horsetooth Road) and offers 165,659 weekly impressions. Panel #75033 (10' x 40') is located on South-bound I-25 0.04 miles south of exit 271 (Canal Access Road) and offers 80,406 weekly impressions.
- **Transit**: One fully wrapped bus is planned through Lamar¹⁴ that travels on routes with stops near Le Tour de France Bike Shop's location.
- **Ram Card**: A half-page, full-color ad will be purchased for the CSU Ram card, offering a ten percent discount on purchases and extra discounts provided through a refer-a-friend incentive.

Support Tactics

Adopt-a-Bike Trail/PR

¹¹ <https://fortcollinsmag.com/about-us/>

¹² <https://scenenoco.com/advertising-info/>

¹³ <https://www.lamar.com/InventoryBrowser>

¹⁴ <https://www.lamar.com/Products/Bus>

Le Tour de France Bike Shop will adopt a bike trail through the City of Fort Collins.¹⁵ Adopting a bike trail will create a stronger presence in the Fort Collins' biking community and associate Le Tour de France Bike Shop with environmental consciousness. Press releases will be distributed announcing the adoption and before every volunteer clean-up event. Trail adoption adds visibility to the brand for both target audiences and other consumers who share similar ecological values.

Events/Promotions

- An in-store event is planned to kick off the cycling season in early March. The event will include live music, food trucks, discounts, raffles, and prizes. Additional events will be held to commemorate Le Tour de France Bike Shop's first anniversary and the second week of the CSU fall term.
- In the days leading up to "Bike to Work Day" (June 24), Le Tour de France Bike Shop will offer sales promotions on bikes and accessories and submit a press release encouraging residents to participate.
- An in-store shop-and-watch party is planned for the first two days of the official Tour de France (June 27 and 28) with contests and raffles.

Website and Social Media

The Le Tour de France Bike Shop website will include a calendar of events, sales and promotions, volunteer opportunities (adopt-a-trail), bike and cyclist news, and direct links to Le Tour de France Bike Shops' social media accounts (Facebook, Twitter, and Instagram). The Facebook page will offer condensed versions of website content and allow followers to sign-up and share events. Twitter will be used to post related bike and cyclist news, race events (local, regional, global) in addition to sales promotions and event opportunities. Instagram posts will highlight staff, adopt-a-trail volunteers, bike/gear of the day, and promotional events.

Rationale

Le Tour de France Bike Shop has procured a foothold in Fort Collins' bicycle market following the successful 2019 introduction of the pilot store. However, based on market research, Le Tour de France Bike Shop needs to expand its marketing plan into more frequent and diverse media vehicles. Doing so will aid in objectives to increase market share, reach new residents, and increase sales during prime bicycle purchase periods.

¹⁵ <https://www.fcgov.com/parks/aat.php>

Pulsing schedules during the cycling season on *The Coloradoan* and radio stations KCSU, KKPL, and KUAD will work to reach consumers in the affluent, adult (18-29, 29-45) audiences with flights to boost interest and sales. A four-week on, four-week off flighting schedule on KARS offers introductory reach into the underserved minority market. *Collegian's* combined news and radio audiences provide high reach potential for both target audiences. *Fort Collins Magazine* and *Scene Magazine* target affluent audiences (most likely to buy top-brand). Utilizing magazine media can also reach consumers who might not read newspapers or listen to radio.

Bulletins on the north and south-bound lanes of I-25 near key exits allow for a continuous presence throughout the year for residents, visitors, and incoming students and parents. A fully wrapped bus associates the Le Tour de France Bike Shop brand with alternative transportation and environmental consciousness. To maintain this association, direct mailers will not be used. Placing discount opportunities in media ads (heavily recycled), the website, and on social media will reinforce Le Tour de France Bike Shop as an ecological brand. Utilizing the CSU Ram Card grants immediate access to the college demographic immediately at the start of term. Incentives for referrals can create new customers and increase sales.

Finally, sponsoring in-store events will generate traffic during crucial sales periods, and spotlight the company's official sponsor, the Tour de France. The promotional opportunities (adoption, bike to work day) are accessible to consumers in and outside target groups with an environmental association. Providing content on the company website and social media vehicles (Facebook, Twitter, Instagram) can generate interest, traffic, and reward brand loyalty. Thus, each element in the media mix targets primary and secondary audiences during times with the greatest sales potential and maintains consistent brand identity.