



ŠKODA

COMMUNITY BUILDING CONTENT THAT CONNECTS

WE LOVE CYCLING

Cycling is a massive part of ŠKODA's heritage. Though the brand is now more readily associated with cars, its history first started spinning back in 1895—with two wheels rather than four. Today, their commitment to cycling is bigger than ever, with an international website (called We Love Cycling) building a community worldwide. It was high time that We Love Cycling made a mark in Ireland.

THE CHALLENGES

While the We Love Cycling community was growing across the globe, Irish cyclists remained unenthused. The perception of the brand as an automobile-only business was part of that; so too was a lack of involvement in the day-to-day cycling community.

Building We Love Cycling into the type of engaged and powerful community to which ŠKODA Ireland aspired would require connecting directly with a local audience, providing the type of valuable information and actionable content that the Irish public would embrace.



The main objectives, then, were to:

- Launch WLC, an online magazine strengthening ŠKODA Ireland's association with cycling;
- Begin building the WLC community in Ireland;
- Create an emotional connection and improve brand likeability, consideration and awareness;
- Drive engagement and traffic to the website as well as WLC social channels;
- And, drive participation in ŠKODA cycling events.



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THE SOLUTIONS

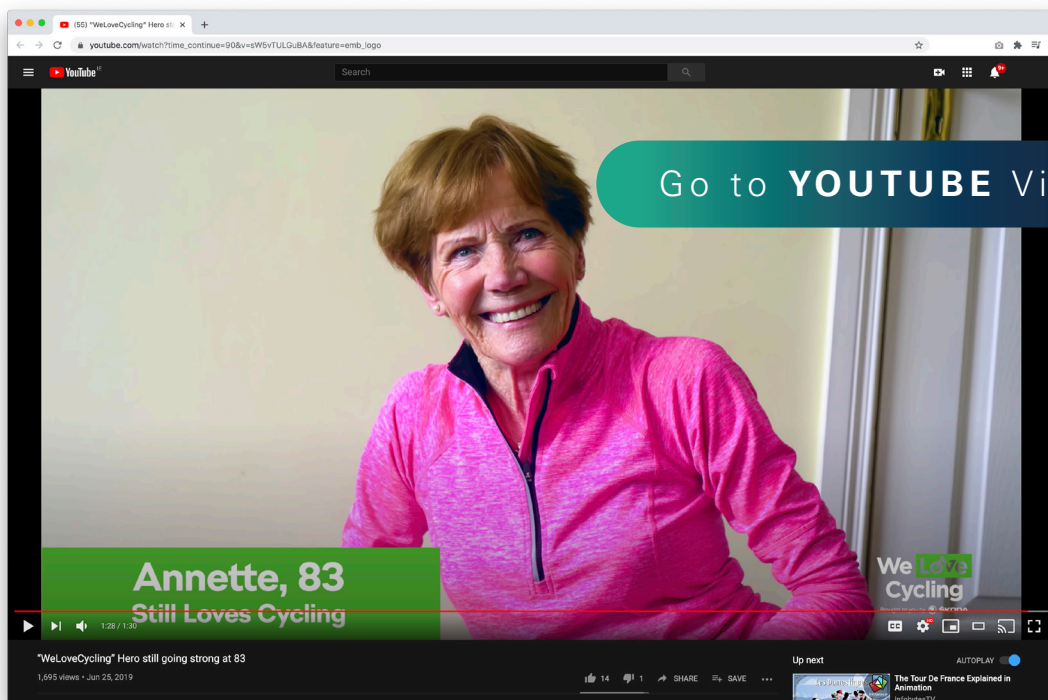
With a target audience comprising cycling enthusiasts of all levels, it was clear that our approach would need to reflect that varied audience. As such, we identified six content pillars that would maximise reach—from safety and nutrition to tips aimed at those who just fancy some fun.

In keeping with the golden rule of content marketing, We Love Cycling is designed to be the best answer—so whether taking the form of an interview, a listicle, a video or a social post, everything is deliberately aimed at addressing community pain points.

The magazine centres around building loyalty and brand-customer relationships; that's part of the reason it's always-on, rather than campaign based.

To up the power of the strategy, big-rock content drives engagement and cut-through; major projects that create excitement that extends to those outside of the cycling world. That's why, when it came to launching the website, we shared the incredible story of Annette Callan, an avid cyclist at 83 years old, captured in an emotive video.

We Love Cycling





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THE IMPACT

Within months of launching, We Love Cycling had racked up a significant social media following, amassed tens of thousands of unique site views, and demonstrated a positive impact on brand awareness; whatever way you split it, the plan to create a powerful new community in Irish cycling was a major success.

The We Love Cycling Facebook page has more than 7,000 followers; an engaged group of enthusiasts helping both the sport and the brand to grow. Over 35,000 unique page views were recorded on the We Love Cycling website, with dwell time (3.7 mins) and bounce rate (28.19) reflecting a readership eager to both consume the content and continue their journey on the site.

The We Love Cycling launch also achieved the goal of increased brand consideration and awareness. According to ŠKODA HQ's Marketing Performance Monitor, ŠKODA Ireland's unaided brand awareness scores are rising steadily.

And as for the ŠKODA cycling events? A grand total of 7,000 cyclists took part in the Ring of Kerry Charity Cycle, the ŠKODA Celtic Series, and the Tour de Conamara across 2019—proof positive that the We Love Cycling community isn't just online; they're on their bikes.



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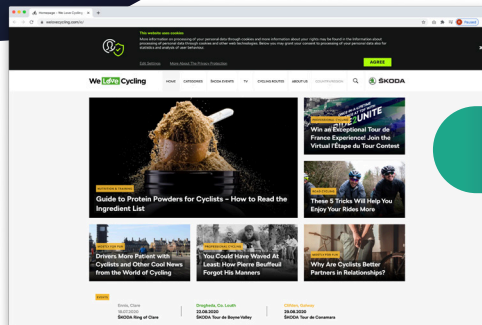
"ŠKODA Ireland has been involved in cycling in Ireland since 2012 but has struggled to broaden and engage with our audience. Zahra has successfully helped ŠKODA build our very own cycling community in Ireland through We Love Cycling and its social channels. Zahra has a very nice style of working, are excellent listeners who have teased out ideas and delivered excellent campaigns for the ŠKODA Brand."

Raymond Leddy, Head of Marketing and Product, ŠKODA Ireland.

"We wanted to connect with the cycling community and further build on our cycling association here in Ireland.

We did this by creating We Love Cycling. Working collaboratively with our content agency, Zahra, we mapped out a strategy and plan for the year delving into all aspects of cycling. This would all then feed into our successful We Love Cycling website. The performance to date has been fantastic. We have built a strong platform and an engaged cycling community and cycling is now a cornerstone of our sponsorship strategy. We are excited to see what 2020 and beyond brings as we continue to grow our audience with relative, exciting and stimulating content."

Ciara Breen, Events and Sponsorship Manager, ŠKODA Ireland.



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