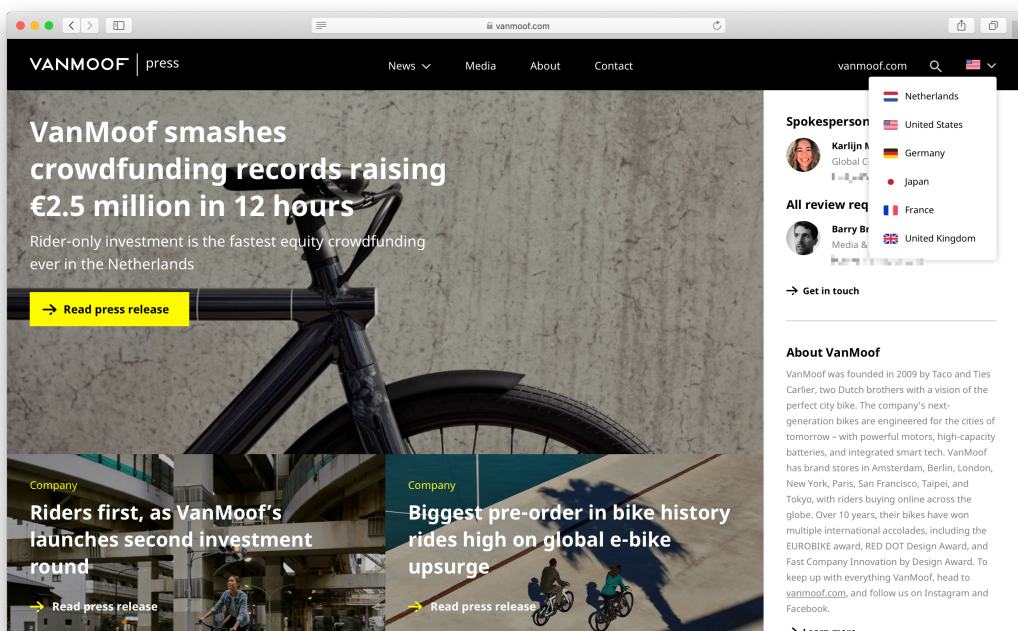


pr.co x VanMoof: Tailor-made newsrooms for a growing brand

Three years ago, Dutch bike brand VanMoof and pr.co started a collaboration which not only inspired us to create beautifully customized newsrooms, but also gave us valuable lessons into customer behavior, branding, and SEO.



▲ Home page or pr.co newsroom for VanMoof available for multiple countries

Exactly three years ago, we launched our first newsroom for VanMoof. Now, we introduce its latest, more customized than ever version that we could not be prouder of.

Founded in 2009, VanMoof has repeatedly shaken up the international bike industry with rapid innovations and unconventional solutions. VanMoof has brand stores in Amsterdam, Berlin, London, New York, Paris, San Francisco, Taipei, and Tokyo. Their global presence is emphasized on their brand new media section and newsroom, which encompasses six different countries: The Netherlands, Great Britain, the United States, Japan, France, and Germany.

Since the beginning of our relationship with VanMoof, we saw their great accomplishments in revolutionizing the bike industry, establishing their brand globally, and having their products showcased in worldwide media. VanMoof's constant press image requests received via direct contact created the demand for a media section that stands out and directs journalists to a curated set of images and media clippings.

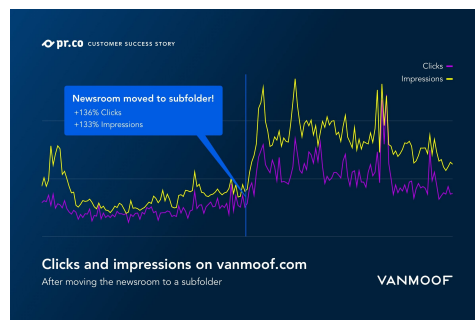
"VanMoof is a design-centric brand, everything they produce looks and works top-notch. For me it was clear, I wanted the newsroom to be another memorable brand experience. By making it a very visual newsroom, with product photography taking center stage, the goal was achieved. The newsroom moves people."

Padraig McKee, Head of Design at pr.co

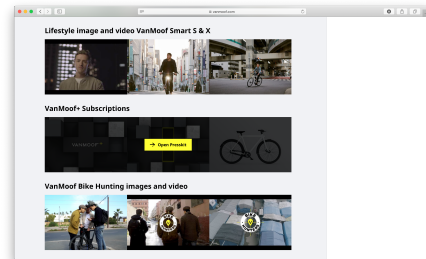
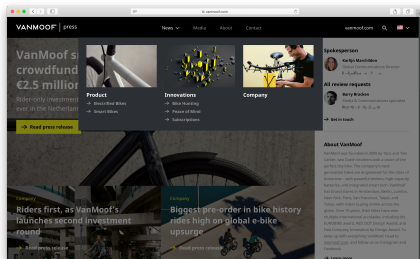
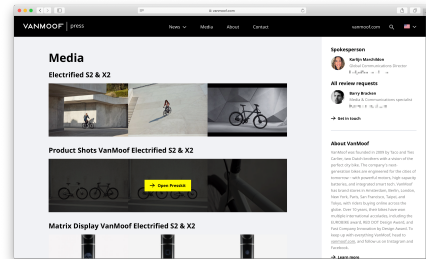
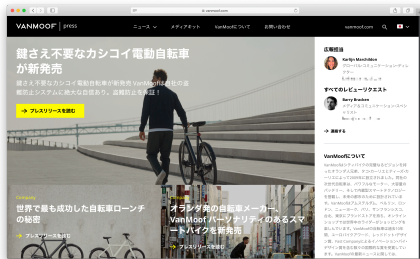
VanMoof Newsroom

vanmoof.com

The shaping of the VanMoof newsroom was a continuous dialogue between the pr.co crew and the VanMoof's web team, which provided us with valuable user behavior insights over the years. Why was that such an important factor for us? The answer is simple - from that, we were able to make key decisions in placing the right content and visuals in their newsroom, making it both as appealing and easily accessible as possible to the media and customers. The outcome of this strategy surpassed our expectations and gave us new insights into how pr.co can boost a company's SEO.



Our long-standing collaboration with VanMoof has enabled us to discover yet more ways to effectively tell a brand's story and adapt their newsroom to an ever-changing media and public relations industry. VanMoof's future mission is to get the next billion on bikes - and we couldn't be more excited to help VanMoof getting there.



About pr.co

pr.co builds (corporate) websites and software for the world's fastest-growing companies, including Just Eat Takeaway, WeTransfer, Remote, Dolby, and Polaroid. pr.co takes the spin out of public relations by equipping organizations with the right software, knowledge and partners to communicate transparently and build relationships based on trust, as consumers increasingly expect companies to operate ethically.

With pr.co's websites, journalists, customers, investors and other stakeholders get an in-depth view of an organization's mission, values, actions and developments. The pr.co platform helps organizations publish news, manage their international PR strategy, manage their contacts, do outreach and stream events online. In addition to technical support, pr.co customers get invaluable content support through one-on-one consultations and master classes from PR experts.

pr.co has donated their services to dozens of NGOs, including the Dutch National Food Bank Organization, the Dutch Council for Refugees, and ReNature.

Best rated 'Online Newsroom Software' [on G2Crowd](#)

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