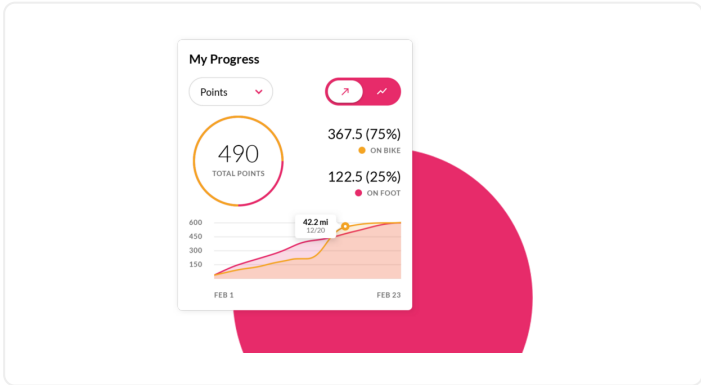
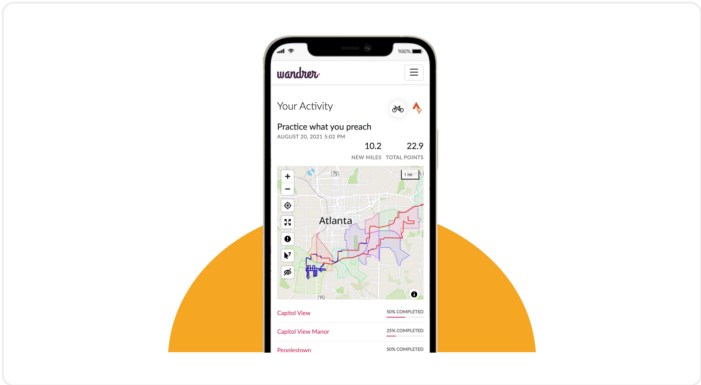




Wandrer Selects Twotone Consulting as Global Agency Partner to Drive Growth in Cycling and Outdoor Markets

AMSTERDAM, Netherlands 31 August 2026 — [Wandrer](#), the popular online exploration game and mapping platform, has officially chosen Twotone Consulting as its global agency. The partnership aims to expand Wandrer’s brand awareness, boost online visibility, and drive new user acquisition worldwide.



"We built Wandrer for people who love the thrill of discovery and seeing new places on two wheels," said Craig, Founder of Wandrer. "As we look to grow our community and reach more adventurous spirits, we knew we needed a partner who truly understands cycling culture. Twotone lives and breathes this world, making them the perfect fit to help us share Wandrer with cyclists and outdoor enthusiasts globally."



Twotone Consulting will lead a comprehensive strategy combining grassroots public relations, media outreach, brand partnerships, and ambassador-driven content marketing. Twotone Consulting will support Wandrer across several key areas:

- **Strategic Marketing:** Twotone will guide Wandrer's overall marketing direction to build brand awareness in key global markets. This includes crafting a compelling PR narrative that highlights Wandrer's existing community.
- **Media Outreach:** Twotone will bring awareness of Wandrer to media across cycling, outdoor, lifestyle, and mainstream media outlets.
- **Brand Partnerships:** The agency will leverage its extensive network to introduce Wandrer to potential partners, creating meaningful collaborations within the outdoor industry.

"We are thrilled to partner with Wandrer," said Jon Woodroof, Founder of Twotone Consulting. "As passionate cyclists myself, I have been using Wandrer and following its incredibly dedicated community of explorers. Our team is excited to use our industry expertise and media connections to share Wandrer's story with a much wider audience of riders and outdoor enthusiasts."



About Wandrer

Is a gamified global exploration platform designed for cyclists, runners, hikers, and walkers who want to turn their real-world activities into an adventure. Founded in 2016 by Craig Durkin, the platform seamlessly integrates with major activity trackers like Strava, Garmin, and RideWithGPS. Wandrer maps a user's lifelong travel progress over OpenStreetMap data, challenging outdoor enthusiasts to discover "untraveled roads," neighborhoods, and regions. By awarding points, tracking milestones, and hosting competitive local leaderboards, Wandrer gamifies daily mileage and encourages people to explore new places within their communities and across the globe.

Learn more at wandrer.earth

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