

© 13 April 2023, 10:31 (BST)

Own the City, Not the Bike

You don't have to own everything: discover our fresh-off-the-press campaign here



Link to the campaign video:



Own the city, not the bike.

Swapfiets' New Campaign

At Swapfiets, we're excited to introduce our latest campaign: "Own the City, Not the Bike". This movement is all about embracing a simpler and more sustainable lifestyle so that we can live more and worry less. We believe that we don't have to own everything. By swapping, fixing, and reusing, we can join forces to minimize consumption and work towards a greener future.

Our mission is to empower city dwellers to create more liveable cities through sustainable and convenient cycling without adding more stress to their busy lives. By subscribing to our bike membership instead of buying a new bike, you can own the city and enjoy the freedom of cycling without worrying about maintenance or environmental impact. It's as simple as it sounds!

We're committed to sustainability, and we're proud to be working towards a 100% circular bike and being climate neutral by 2025. Our campaign's goal is to spread awareness of the benefits of owning less and inspire others to make a positive impact by embracing sustainable and convenient cycling. Join us in our mission towards a greener and more livable future, one pedal at a time.

Creative Partnership for the Campaign

To capture our forward-thinking personality, we partnered with co.lab to develop our latest brand campaign. The creative team, including creative directors Jessica Kersten and Sandrine Le Goff, CMO/CCO Natalie Diekmann, Brand Director Amanda Gandolpho, and Founder Richard Burger, worked with Better Call Sol (Rogier Sol) and director Jolien Snyers to translate the youthful brand personality into an urban style that characterizes today's generation. The result is a fun and inspiring campaign that celebrates the joy of cycling and the freedom it brings.

Moreover, Roziena Salihu, a young spoken word artist, and Jorrit Kleijnen, a music composer, also lent their talents to the campaign, adding a touch of magic to the images. Just as importantly, there were many other young talents involved, such as editor Jorien Voogt, cameraman Jasper de Kloet, and photographers Casper & Sebastiaan van Rooij.

We are proud to be creating a more sustainable and liveable future while making cycling accessible, easy, and fun for everyone. Why own a bike when you can own the city?

Full Credits.

SWAPFIETS

Natalie Diekmann, CMO/CCO

Amanda Gandolpho, Brand Director

Richard Burger, Founder

Brittney Malpeli, Creative Lead

Hanna Kamphuis, Brand Manager

Clémence Spielberger, Brand Manager

Susan Dalstra, Copywriter

Co.lab

Jessica Kersten, Creative Director

Sandrine Le Goff, Creative Director

Barbara Ryan, Art Director

FILM Production

Production Company, Better Call Sol

Rogier Sol, executive producer

Jolien Snyers, director

Jasper de Kloet, cinematographer

Sophie Hendriks, producer, Better Call Sol

Nick Hendriks, producer, Better Call Sol

Lars Inhulsen, Focus Puller

Jelle van der Weiden, grip

Bauke Boneschansker, 1st AD

Teun Pulles, Gaffer

Estefania ter Heerdt, Visagie & Hair

Jorinde Baks, Art Director & Styling

Jill, Art Director & Styling

Daria Stetsenko, Production Assistant

David Vis, Production Assistant

Tommy Kuyper, Production Assistant

Querine Ottens, Chaperonne

Nanja, Catering

MUSIC

Jorrit Kleijman

VO

Rozienna Salihu (English)

Charlotte Gabris (French)

EDITING

Jorien Voogt, editor

SOUND

KlevR sound design

COLORING

Ruben Labree

VFX

Studio Whoohoo

PHOTOGRAPHY

Photographer Casper van Rooij

Photographer Sebastiaan van Rooij

ORIGINAL URL

<https://news.swapfiets.com/en-GB/224944-own-the-city-not-the-bike>

ABOUT SWAPFIETS

Swapfiets is the world's first 'bicycle as a service' company. Founded 2014 in the Netherlands, the scale-up quickly developed being one of the leading micro mobility providers in Europe with 280.000 members in the Netherlands, Germany, Belgium, Denmark, France, Spain, Austria and UK. The concept of Swapfiets is quite simple: For a monthly subscription fee, Swapfiets members receive a fully functional bicycle or e-mobility solution for their own use. If needed, a repair service is available within 48 hours to repair or directly swap the two-wheeler at no additional cost.

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