

STRIPES



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**How can we improve the
experience of bike tours?**

A close-up, red-tinted photograph of a bicycle wheel and its spokes, serving as a background for the left side of the slide.

KEYWORDS

Social

Fun

Connection

A red bicycle is the central focus of the image, partially obscured by a semi-transparent red overlay. The bicycle features a black fender over the front wheel, a black chain drive, and a black seat. The background is a solid red color.

MAIN GOAL

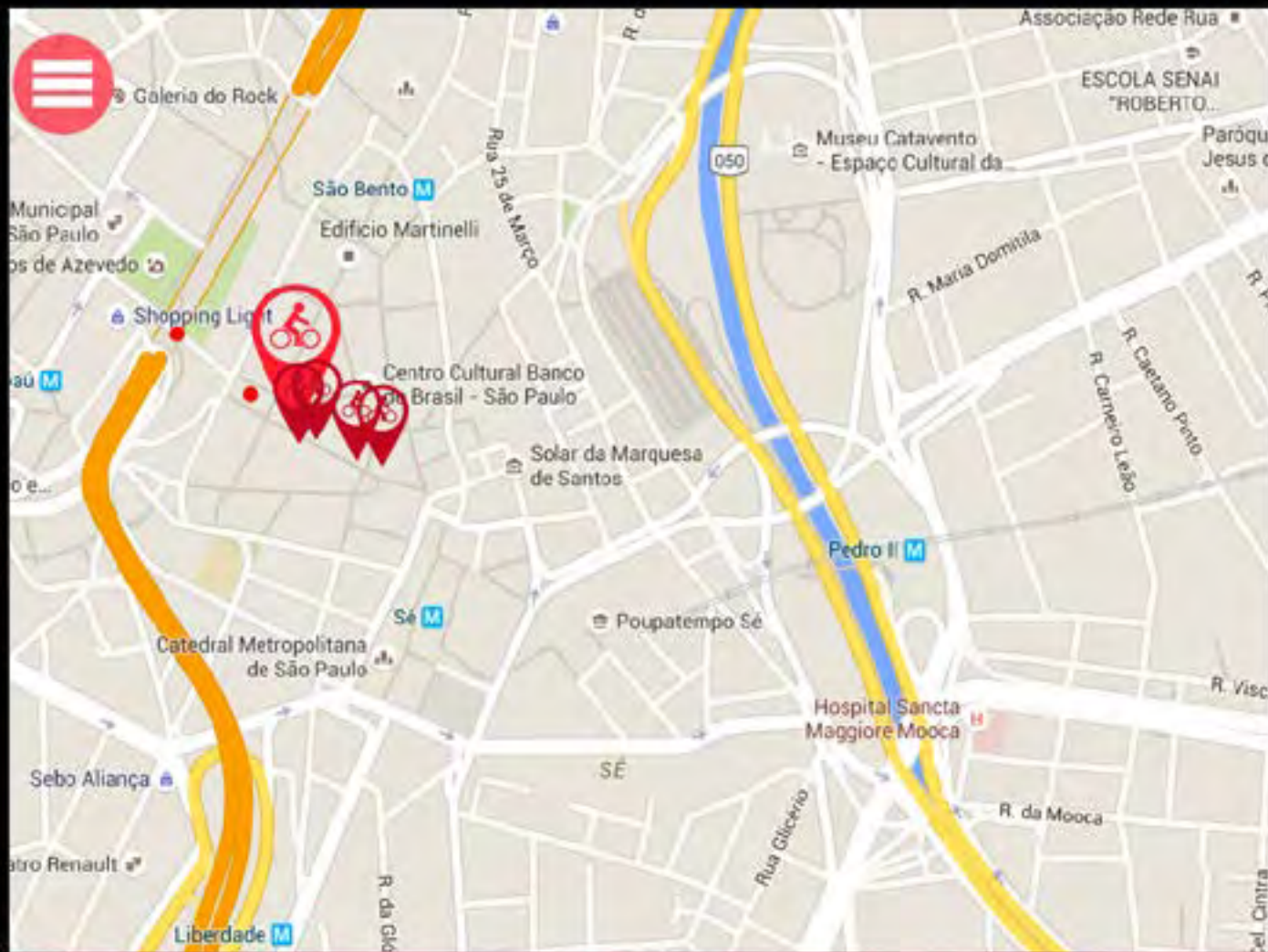
**To make citizens of São Paulo
socialize with each other and
enjoy the city**

A red bicycle is the central focus of the image, partially obscured by a semi-transparent red overlay. The bicycle features a black fender over the front wheel, a black chain drive, and a black seat. The background is a solid red color. The text "CONCEPT" is written in white, bold, uppercase letters, centered horizontally and positioned above the main text.

CONCEPT

**To make people discover the city
together during bike tours**











CHALLENGES

TAKE A PICTURE OF
A WHITE BIRD

TAKE A PICTURE OF
A RED TRUCK

TAKE A PICTURE OF
A STREET ART

TAKE A PICTURE OF
A BUTTERFLY

TAKE A PICTURE OF
A BLUE CAR

TAKE A PICTURE OF
A DOG



TARGET

Citizens of São Paulo



**“I want to explore and
get to know the city
better, together with my
friends”**

Paula, 28 years old. Marketing assistant



**“I want to meet new
people in the city and
have fun”**

Bruno, 32 years old. Teacher



Bored



Heard



Search



Meet



Ride



Play



A close-up photograph of a red bicycle, showing the front wheel, handlebars, and a person's legs in blue jeans and black shoes. The image is overlaid with a semi-transparent red filter. The text "Thank You" is centered in white, bold, sans-serif font.

Thank You