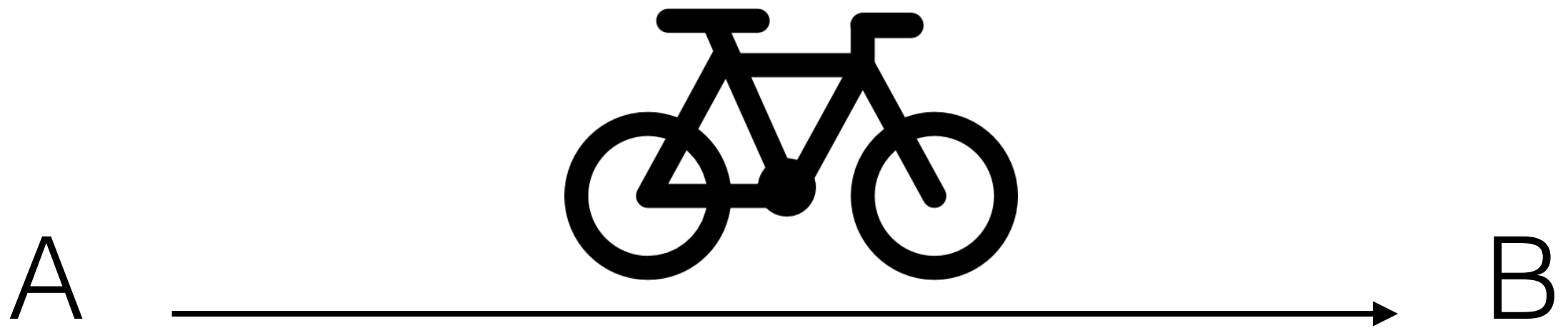




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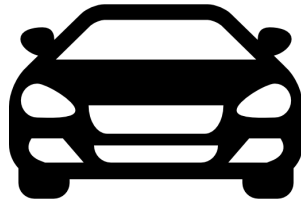
SITUATION



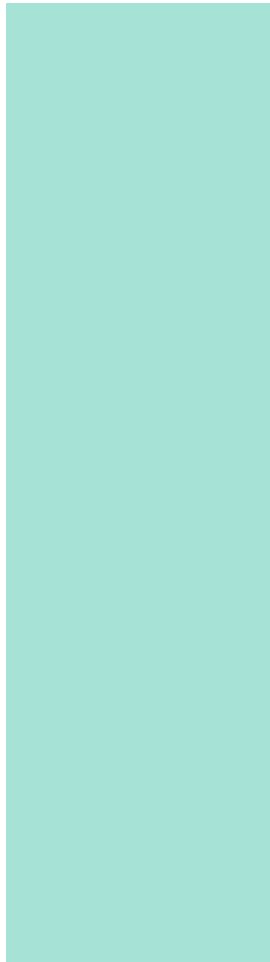
Bike as mean of transport



PROBLEM



HIGH SOCIAL STATUS



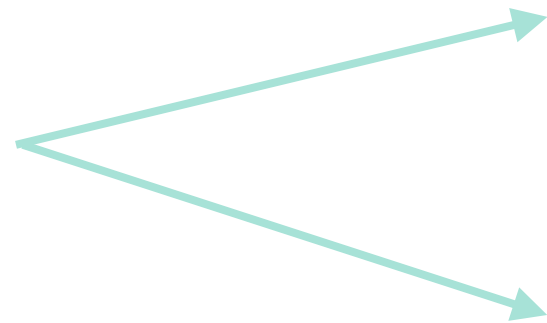
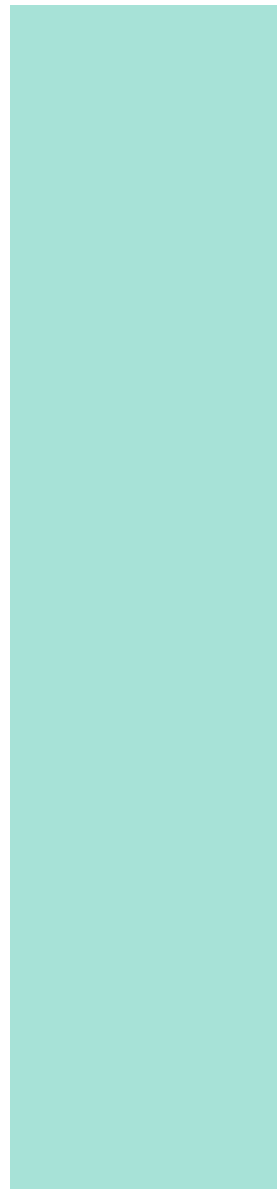
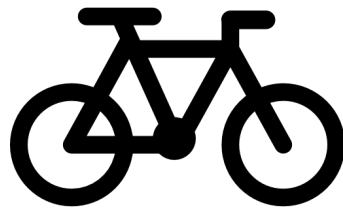
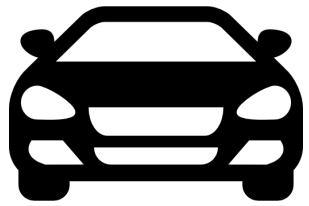
LOW SOCIAL STATUS





QUESTION

CAN WE CREATE HARMONY AND UNDERSTANDING
BETWEEN THE BIKING AND THE DRIVING CULTURE ?



HIGH SOCIETY
VALUES



BY STIMULATING A
NEW AND POSITIVE
BIKING EXPERIENCE



THE GOAL

**CHANGE THE WAY PEOPLE
PERCEIVE BIKING IN SP**



TARGET GROUP

THE MILLENNIALS

1987 - 2000

COMMUNICATORS

SOCIAL

CREATIVE

UNIQUE EXPERIENCES

THE DIGITAL GENERATION

TECH AND WEB SAVVY



THE MESSAGE

“BIKING BRINGS LIGHT TO THE CITY.”





THE INSPIRATION



Van Gogh “Starry lights” bike bath in Netherlands

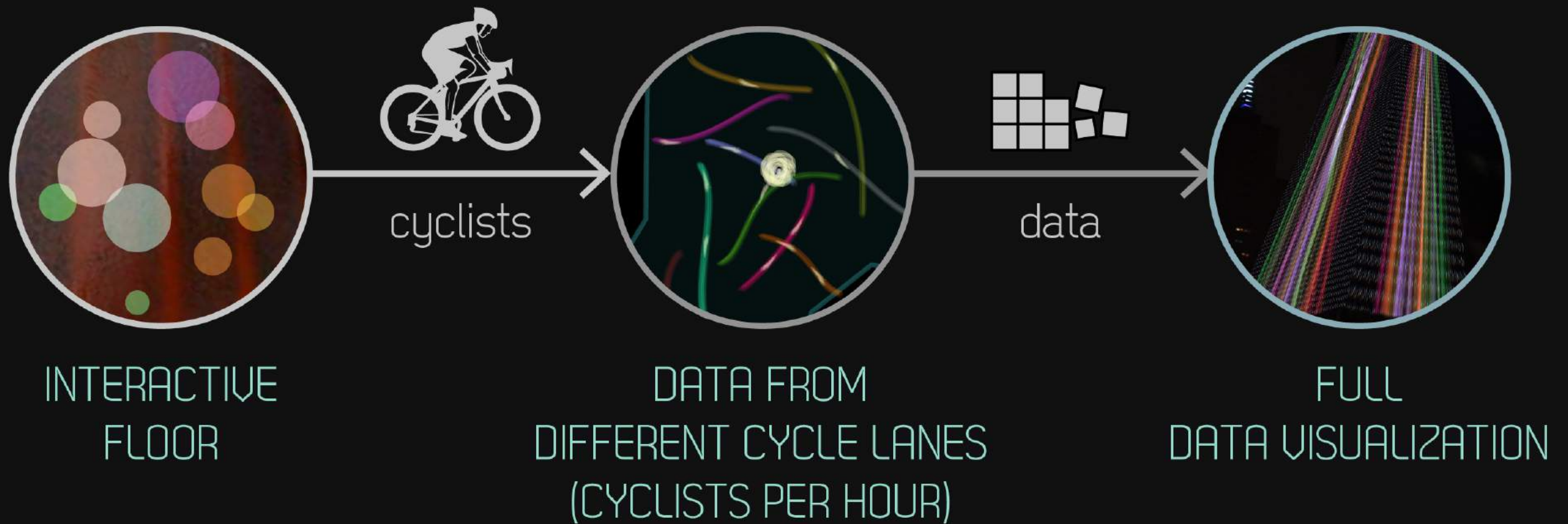


ATIAIA

the cycling lights

DYNAMICS:

LIGHTS TO THE CITY



ECOSSYSTEM:

Avenida Paulista

Lights HUB:

FIESP

intensity of
use of each
cycle lane

FREQUENCY
DATA

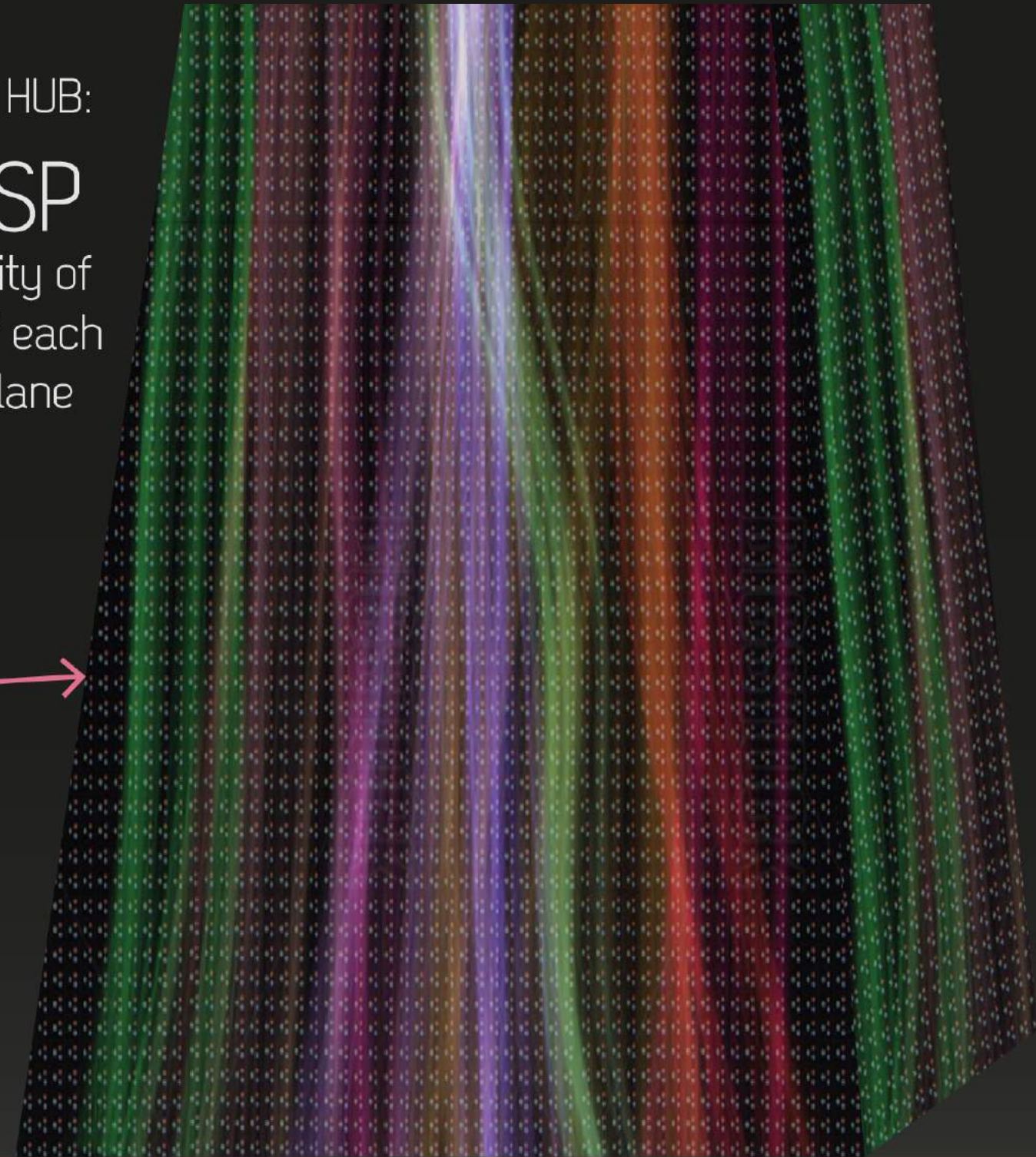
CYCLISTS



ACTIVE

PASSIVE

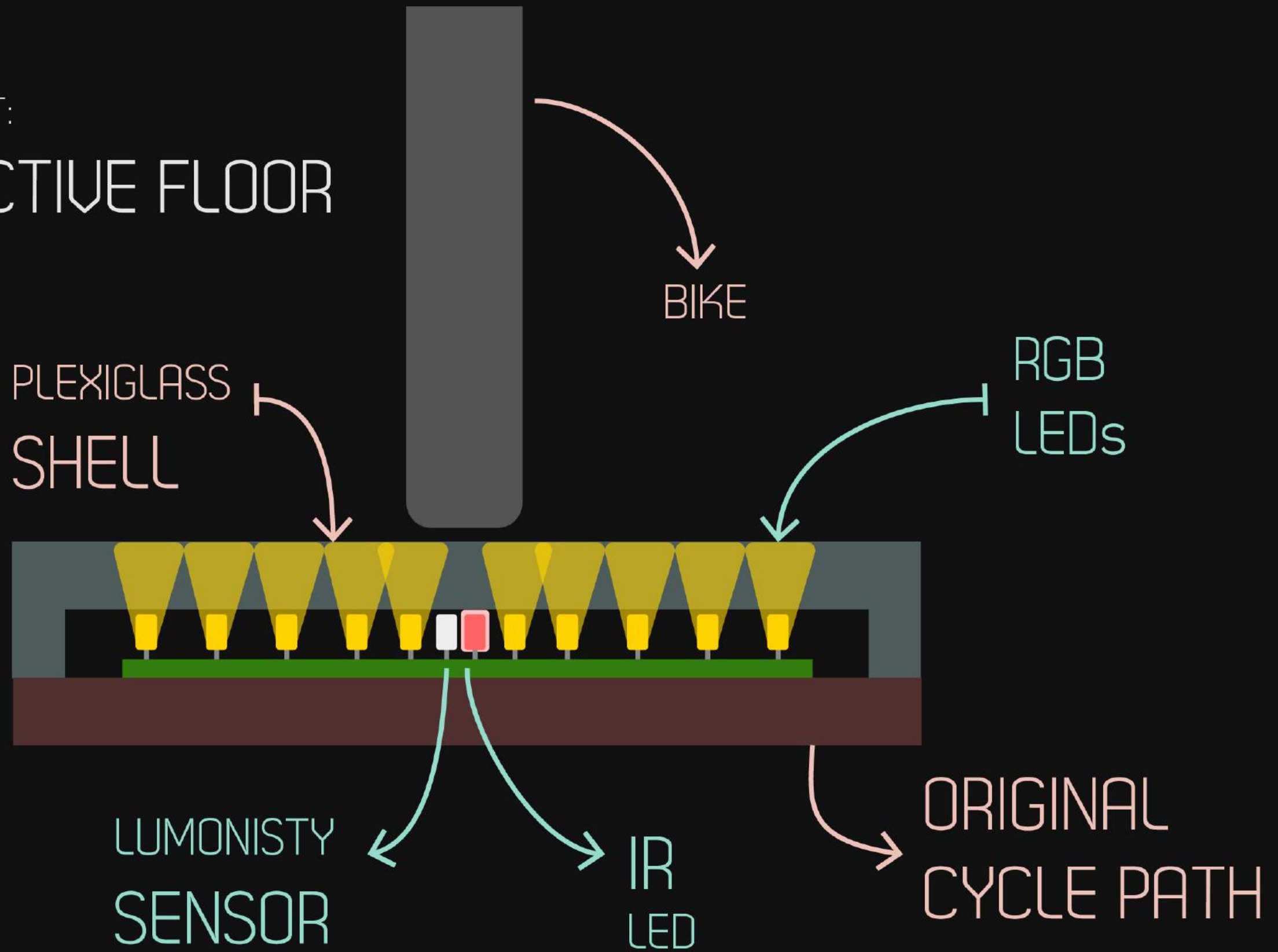
Interactive Floor

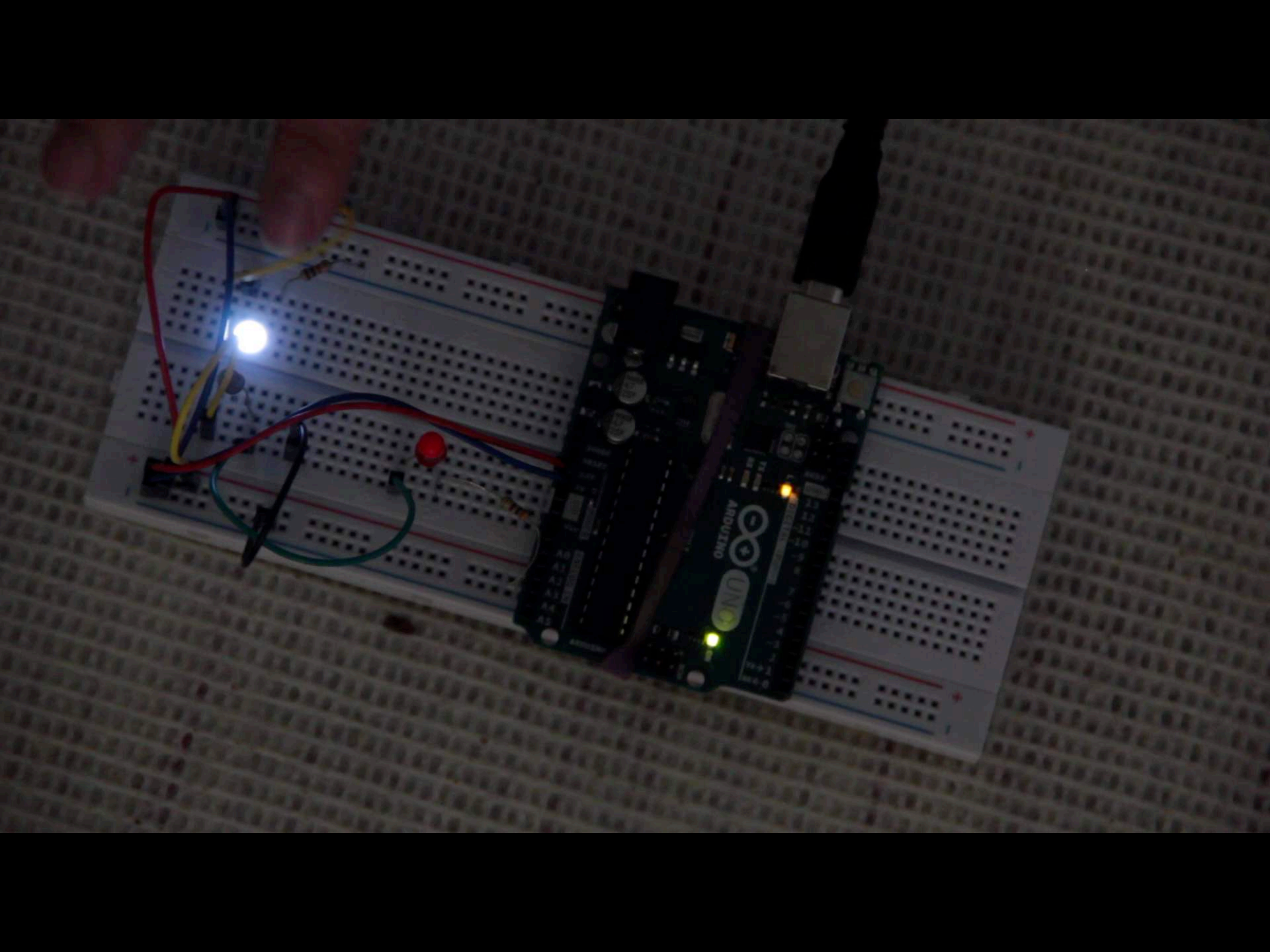


THE TECHNOLOGY

TECH PROSPECT:

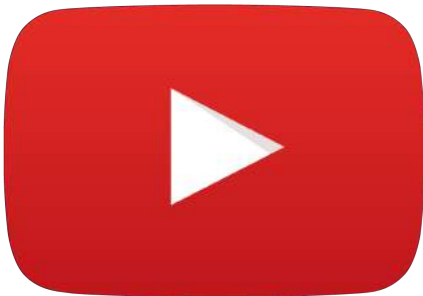
INTERACTIVE FLOOR



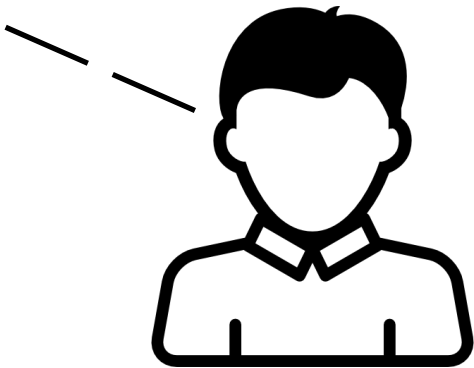


USER JOURNEY

1



video teaser
shared on
www.b9.com.br

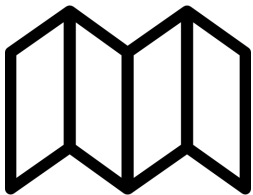
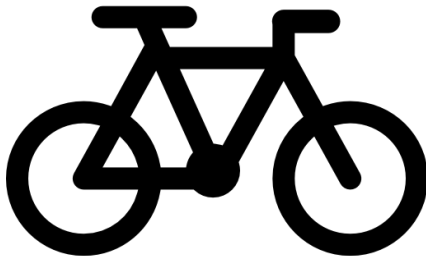


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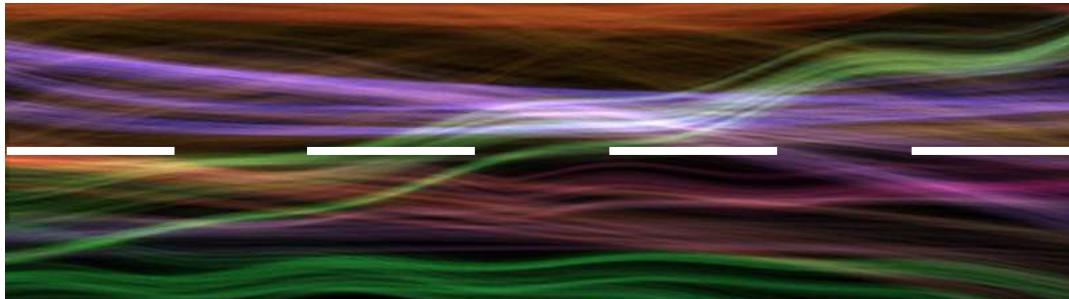
PAULISTA AVENUE

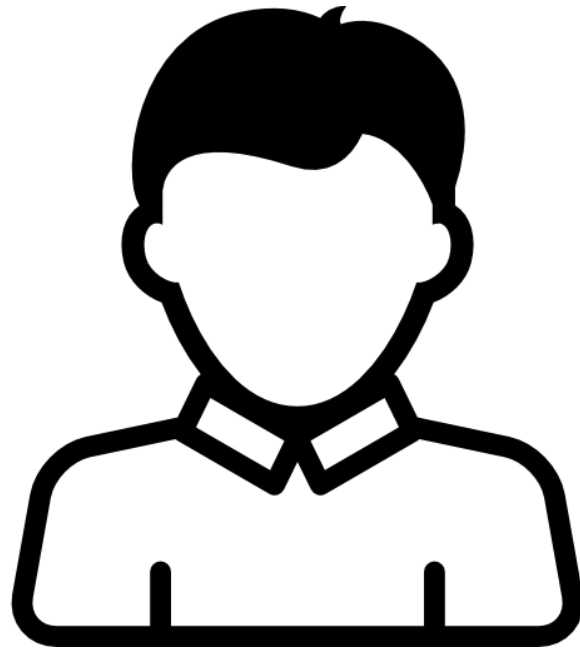


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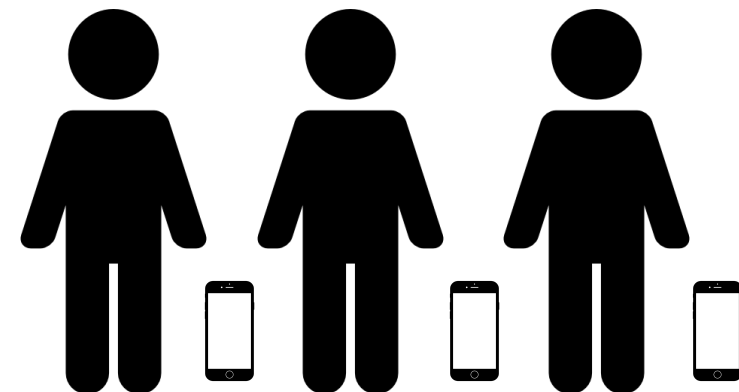
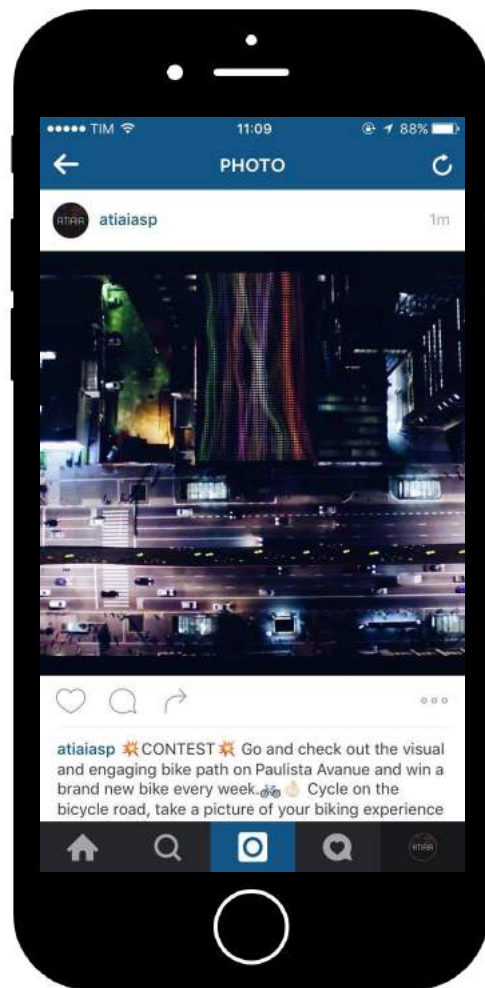




SHARE YOUR ATIAIA
EXPERIENCE AND WIN A
BICYCLE

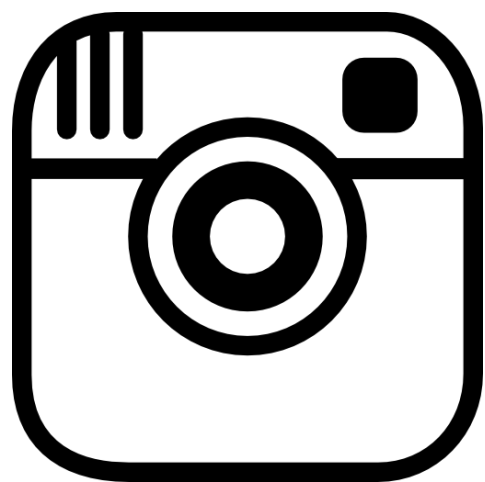


#ATIAIA LIGTS





PROMOTION



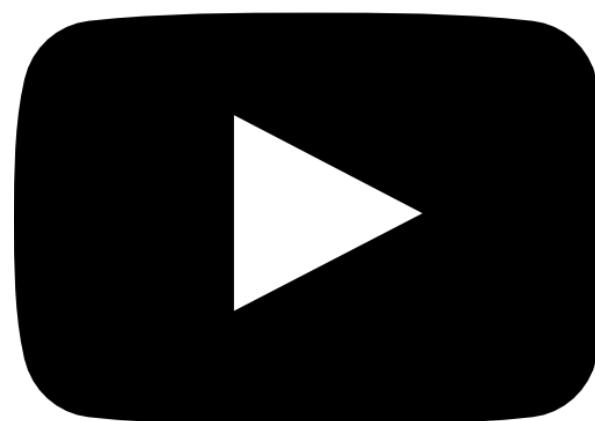
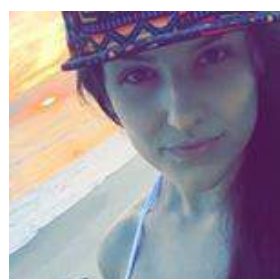
@felipenetoreal



@pecesiqueira



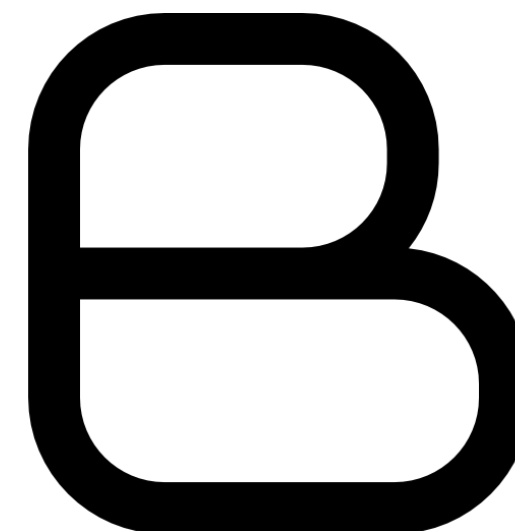
@kehnbuchmann



Felipe Neto

maspoxavida

5incominutos



<https://minhavidanaofazsentido.com.br>



ATIAIA

thank you!

Andre T.
Ale R.
Adriana A.

Simona P.
Fernanda R.
Rauno S.