

GEARED UP CYCLES LTD

HOW WATSON THE GOLDEN RETRIEVER BECAME A BRAND AMBASSADOR

Independent Bike shop

Brand Identity





CHALLENGE

GEARED UP CYCLES LTD

A small bike shop wanted to stand out in a competitive local market but had limited marketing budget.



STRATEGY



01



Noticed that their golden retriever, Watson, was already a favorite among customers.

02



Turned Watson into the "Chief Supervisor" of the shop, featuring him in social media content, promotions, and even an in-store loyalty card.

03



Launched "Take a Pic with Watson" campaign - encouraging customers to tag the shop on Instagram, boosting organic engagement.

IMPACT



📸 The shop's social media engagement rate doubled due to Watson's presence.

🔥 The shop built a strong emotional connection with its audience, making it more than just a store - it became a community hub.

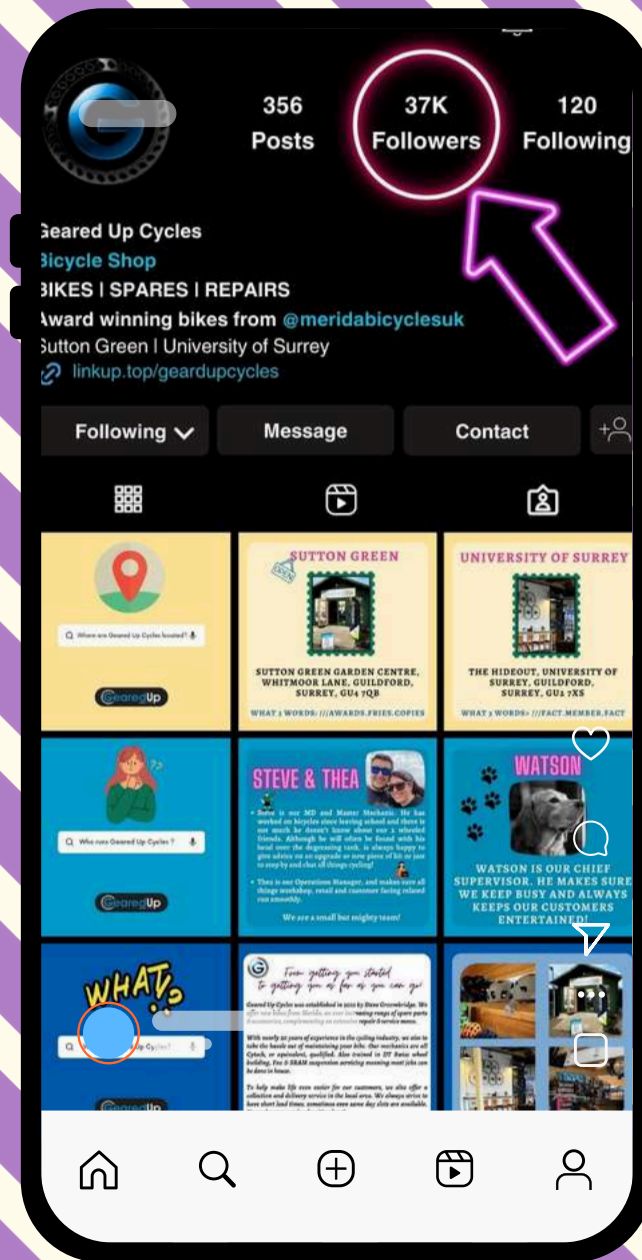
🚲 Foot traffic increased by 30% as more customers visited just to meet Watson.

WATSON



WATSON IS OUR CHIEF SUPERVISOR. HE MAKES SURE WE KEEP BUSY AND ALWAYS KEEPS OUR CUSTOMERS ENTERTAINED!

TAKEAWAY



✓ Embracing brand personality (even a pet!) can create a strong emotional connection.

✓ Quirky, relatable marketing helps small businesses stand out without big budgets.



ARE YOU READY FOR THE MILES CHALLENGE?

Geared-up Cycles is challenging you to compete with fellow riders!
Cycle the most miles in a week and you will win a,
MUC-OFF 8 in 1 BICYCLE CLEANING KIT worth £ 45!
Don't miss out - sign up in our Strava club today.

1ST MAY - 7TH MAY
CHALLENGE WEEK

Follow for more updates!

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THANK YOU

Digital Project Development

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