

# OHM Electric Bikes: 2026 Advertising Playbook — Wind-Down Edition

Version 2.0 | February 11, 2026

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## Executive Summary

This playbook allocates **\$20,000 CAD** in total advertising spend to support OHM's orderly wind-down: sell through **418 total units** (278 on hand + 140 incoming) at maximum margin before the Experience Center lease expires September 4, 2026.

**This is not a growth playbook.** Every dollar must convert to a unit sold. There is no brand-building, no market development, no MY27. The goal is maximum cash recovery against a finite inventory pool that, once sold, ends OHM's retail operations.

### Key strategic decisions:

- **60% of spend concentrated in April–June** — peak season captures the most full-price DTC volume
- **Discover units arrive in May** — positioned as a premium Bosch offering, not a "launch event." Sell at full margin like any other SKU
- **Quest/Cruise clearance in Q1** — 79 units at 15% discount, email-led, minimal paid spend
- **Zero Q4 advertising** — lease expires September 4; remaining inventory moves through online and dealer channels with organic/email only
- **Klaviyo carries the off-season** — fixed cost already committed; email does the heavy lifting in January, February, and post-lease months

### Phase structure (per wind-down plan):

Phase	Period	Channel	Target
Phase 1	Feb – Aug	Experience Center + Dealers	250 units at full price
Phase 2	Sep – Dec	Online + Dealers only	100 units (mix of full price and clearance)

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# Budget Reality Check

	2025 Actual	v1.3 Playbook	Wind-Down Playbook
Flexible media	\$89,600	\$28,500	\$17,500
Klaviyo	~\$2,500	\$2,500	\$2,500
Reserve	—	\$1,000	\$0
Total	\$92,100	\$32,000	\$20,000

At \$20K, we cannot run always-on campaigns. The budget only works if concentrated into the months that historically generate 75%+ of annual revenue (April–August).

## Annual Budget by Channel

Channel	Annual Budget	% of Total	Role
Google Ads	\$10,500	53%	High-intent capture during peak months only
Meta Ads	\$5,500	28%	Retargeting + targeted Discover awareness in peak
Dealer Materials	\$500	3%	Minimal collateral for Bryan's sell-through
Klaviyo (Fixed)	\$2,500	13%	Carries Q1, post-lease months, and all nurture
Contingency	\$1,000	5%	Reallocation based on sell-through pace
Total	\$20,000	100%	

## Strategic Framework

### Operating Posture: Going Concern Through August

No public indication of wind-down. Customers and dealers buy at normal pricing with normal service expectations. Nootka operates the Experience Center. Bryan continues dealer outreach. The advertising should look and feel like a healthy business selling premium e-bikes.

The only people who know this is a wind-down are the people in this document.

## DTC vs. Dealer: Unified Campaigns, DTC-Focused

Same logic as v1.3 — at this budget, splitting campaigns is suicide. All paid media drives to ohmcycles.com. Dealer locator serves as secondary CTA. Bryan's outreach handles the dealer channel directly.

**Critical math:** DTC at full price = ~\$1,450 gross profit per unit. Dealer at wholesale = ~\$430 net of commission. Every unit we convert from dealer to DTC at full price adds ~\$1,000 to recovery. The advertising exists to maximize DTC volume during the months people actually buy.

## Seasonality Weighting — Compressed for Wind-Down

Period	% of Annual Spend	Rationale
Q1 (Jan–Mar)	8%	Pre-season. Email-led clearance. Minimal paid.
Q2 (Apr–Jun)	60%	Peak season. 52.5% of historical sales. Maximum investment.
Q3 (Jul–Aug)	32%	Secondary peak + final retail push before lease expiry.
Sep–Dec	0%	No retail location. Email and organic only.

## Product Prioritization

Phase	Products	Strategy
Q1 (Feb–Mar)	Quest/Cruise (79 units)	Clear at 15% discount. Email-led. Minimal paid.
Q2 (Apr–Jun)	Journey line (full margin) + Discover arrival (mid-May)	Full margin on everything. Journey is the hero April–mid-May. Discover joins lineup at full price from mid-May.
Q3 (Jul–Aug)	Discover + Journey + remaining inventory	Sustain full-price sell-through. Commuter angle for August.
Phase 2 (Sep–Dec)	All remaining units	Progressive clearance. Online + dealer. No paid media.

## Discover Positioning — Not a Launch, a Premium Addition

The v1.3 playbook built an elaborate presale funnel with waitlists, deposits, and a "launch moment." That made sense for a going concern building a platform. In wind-down, the Discover is 100 units of premium inventory arriving in May that need to sell at full margin.

**What changes:**

- No waitlist, no presale deposits, no phased reveal
- Discover gets featured in the regular product lineup from the moment it arrives
- "New Bosch-powered model" is a selling point in campaigns, not a standalone event
- Email to existing list announcing availability — not a multi-month nurture sequence

**What stays:**

- Discover product photography and video still needed (Feb–March creative deadline)
- Bosch partnership messaging is a competitive differentiator and should feature in all creative
- Discover sell sheets go to dealers through Bryan

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## Month-by-Month Playbook

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### January — \$0 Paid

**Focus:** Internal prep. Email-only Quest/Cruise clearance soft launch.

January is 4.1% of historical sales. Zero paid spend.

**Key Actions:**

- Klaviyo: "New Year" email to warm list featuring Quest/Cruise at 15% off
- Creative: Begin sourcing Discover product photography (units may not be available — use renders or supplier assets)
- Internal: Finalize Nootka partnership terms
- Internal: Prepare dealer materials for Bryan's Q1 outreach

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### February — \$350

Channel	Budget
Google Ads	\$250

Meta Ads	\$0
Dealer Materials	\$100
<b>Total</b>	<b>\$350</b>

**Focus:** Brand defense only. Email pushes Quest/Cruise clearance. Bryan begins dealer outreach for spring orders.

February is the weakest month (2.8% of historical sales).

**Key Actions:**

- Google: Brand defense at \$9/day — "OHM bikes," "OHM electric bikes Canada"
- Klaviyo: Clearance urgency — "Only X Quest/Cruise units remain at 15% off"
- Dealer: Ship 2026 spec sheets and pricing to Bryan for distribution
- Creative: Commission Discover product photography and 30s/15s video cuts (deadline: March 15)

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## March — \$1,200

Channel	Budget
Google Ads	\$800
Meta Ads	\$300
Dealer Materials	\$100
<b>Total</b>	<b>\$1,200</b>

**Focus:** Clearance final push + pre-season warm-up. Discover creative assets finalized.

March is 5.1% of historical sales. Budget ramps slightly as spring buyers begin researching.

**Key Actions:**

- Google: \$27/day — brand terms + light category ("electric bikes Vancouver," "e-bike Canada")
- Meta: \$10/day — retargeting site visitors and email engagers only
- Klaviyo: Final Quest/Cruise clearance push. Journey line feature for spring consideration
- Creative: Finalize all Discover assets — product page, photography, video, sell sheets
- Dealer: Bryan pre-sells Discover to top dealers; builds order book ahead of May arrival

- Landing page: Refresh product pages for Journey line; build Discover product page (hidden until arrival)

**Note:** \$95K Bosch parts payment due this month. Cash flow is tight. Advertising spend is intentionally modest.

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## April — \$3,800

Channel	Budget
Google Ads	\$2,400
Meta Ads	\$1,300
Dealer Materials	\$100
<b>Total</b>	<b>\$3,800</b>

**Focus:** Peak season begins. Journey line is the hero. Full margin, available now. Build momentum before Discover arrives.

April is 12.9% of historical sales (~\$119K weighted average). This is when serious buyers commit.

### Key Actions:

- Google: Full funnel at \$80/day — brand + category + competitor terms. Journey PRO EP8 and EP6 are heroes
- Meta: \$43/day — prospecting to 55–70 demo (cycling, outdoor rec, retirement) + retargeting
- Klaviyo: Journey feature series. Comparison content (PRO vs. EP6 vs. EP5)
- Landing page: Journey comparison page live
- Test: A/B creative to identify top performers before May peak spend

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## May — \$4,800

Channel	Budget
Google Ads	\$2,900

Meta Ads	\$1,800
Dealer Materials	\$100
<b>Total</b>	<b>\$4,800</b>

**Focus:** Peak month. 24.3% of historical sales. Journey + Discover available. Maximum spend, maximum conversion focus.

May has enormous variance — \$290K in 2025, \$66K in 2024. Plan for the weighted average (~\$223K) but be ready to scale if early signals are strong.

#### Key Actions:

- Google: Peak spend at \$97/day. Add "Bosch e-bike Canada," "Bosch electric bike" when Discover is live
- Meta: \$60/day — prospecting burst during first two weeks of Discover availability, then shift to retargeting
- Klaviyo: Discover announcement to full list — "Now available: Bosch-powered OHM Discover." Journey continues as co-hero
- Discover product page: Go live when units arrive. Integrate into all collection pages
- Dealer: Discover sell sheets and demo units to top dealers via Bryan
- Father's Day: Begin seeding gift angle for June

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#### June — \$3,600

Channel	Budget
Google Ads	\$2,300
Meta Ads	\$1,200
Dealer Materials	\$100
<b>Total</b>	<b>\$3,600</b>

**Focus:** Sustain peak momentum. Discover + Journey dual messaging. Father's Day hook.

June is 15.3% of historical sales (~\$140K weighted). Spend moderates from May but stays aggressive.

#### Key Actions:

- Google: \$77/day — optimize toward converting keywords from May data
- Meta: \$40/day — retargeting heavy (site visitors, video viewers, email engagers)
- Klaviyo: Father's Day campaign (gift guide angle, no discounting). Early customer testimonials if available
- Creative: Collect customer photos/videos for summer social proof

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## July — \$2,200

Channel	Budget
Google Ads	\$1,400
Meta Ads	\$800
Dealer Materials	\$0
<b>Total</b>	<b>\$2,200</b>

**Focus:** Summer sustain. Lifestyle messaging. High-intent search only.

July is 7.4% of historical sales (~\$68K weighted). Consistent across both years. Tighten to efficient retargeting and converting search terms.

### Key Actions:

- Google: \$47/day — tighten to highest-converting terms from April–June data
- Meta: \$27/day — retargeting only, pause prospecting
- Klaviyo: Summer riding content — routes, tips, community
- Inventory check: Assess total sell-through vs. 250-unit Phase 1 target. Begin planning Phase 2 if behind pace

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## August — \$2,550

Channel	Budget
Google Ads	\$1,600
Meta Ads	\$950
Dealer Materials	\$0



**Total**                      **\$2,550**

**Focus:** Final retail month. Commuter angle. Push hard — everything unsold after August loses the showroom advantage.

August is 9.1% of historical sales (~\$83K weighted). This is the last month with the Experience Center.

**Key Actions:**

- Google: \$53/day — commuter terms ("bike commute Vancouver," "electric bike commuting") + retargeting
  - Meta: \$32/day — working professional segment (35–55), commuter messaging
  - Klaviyo: "Beat the traffic" commuter content. Urgency without revealing wind-down — seasonal framing works ("last bikes before winter inventory changes")
  - **Critical checkpoint:** Count remaining inventory. Anything not sold by September 4 moves to Phase 2 (online + dealer, progressive clearance, no retail, no paid media)
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## **September — \$0 Paid**

**Lease expires September 4.** Experience Center closes. Remaining inventory needs storage solution.

**Focus:** Transition to online + dealer only. Email drives all remaining DTC.

**Key Actions:**

- Klaviyo: "Last chance" messaging with seasonal framing. Feature remaining inventory
  - Online: Ensure product pages are optimized for organic search (they now carry all DTC weight)
  - Dealer: Bryan pushes remaining inventory through dealer channel at wholesale
  - Storage: Execute storage plan for unsold units (warehouse, dealer consignment, or Nootka arrangement)
  - Begin progressive clearance if sell-through is behind plan
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## **October — \$0 Paid**

**Focus:** Online clearance + dealer sell-through. Email-only for DTC.

**Key Actions:**

- Klaviyo: Holiday gift guide seeding. Clearance pricing if behind Phase 2 targets
- Dealer: Bryan continues pushing remaining units
- Brand sale: Begin packaging brand assets. Bryan identifies potential buyers in his network

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## November — \$0 Paid

**Focus:** Holiday email campaigns. Clearance deepens if needed.

**Key Actions:**

- Klaviyo: Holiday gift campaigns — email carries all weight
- Clearance: Increase discount to 25% off if inventory remains above Phase 2 targets
- Brand sale: Active conversations with potential buyers

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## December — \$0 Paid

**Focus:** Final clearance. Year-end close-out. Brand sale push.

**Key Actions:**

- Klaviyo: Year-end clearance. Gift certificate push for remaining inventory
- Final accounting: Assess unsold units for inclusion in brand sale package
- Brand sale: Close deal or carry into Q1 2027

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## Monthly Budget Summary

Month	Google	Meta	Dealer	Total	Focus
January	\$0	\$0	\$0	<b>\$0</b>	Email-only clearance
February	\$250	\$0	\$100	<b>\$350</b>	Brand defense + dealer prep
March	\$800	\$300	\$100	<b>\$1,200</b>	Pre-season + clearance close-out
April	\$2,400	\$1,300	\$100	<b>\$3,800</b>	Peak launch — Journey hero
<b>May</b>	<b>\$2,900</b>	<b>\$1,800</b>	<b>\$100</b>	<b>\$4,800</b>	<b>Peak month — Journey + Discover</b>

June	\$2,300	\$1,200	\$100	<b>\$3,600</b>	Sustain + Father's Day
July	\$1,400	\$800	\$0	<b>\$2,200</b>	Summer sustain
August	\$1,600	\$950	\$0	<b>\$2,550</b>	Final retail month — commuter push
Sep	\$0	\$0	\$0	<b>\$0</b>	Post-lease: email + dealer only
Oct	\$0	\$0	\$0	<b>\$0</b>	Online clearance
Nov	\$0	\$0	\$0	<b>\$0</b>	Holiday email
Dec	\$0	\$0	\$0	<b>\$0</b>	Year-end close-out
<b>Total</b>	<b>\$11,650</b>	<b>\$6,350</b>	<b>\$500</b>	<b>\$18,500</b>	

**Contingency:** \$1,500 held for reallocation based on sell-through pace. Deployed into strongest-performing month if inventory is moving; held if sell-through is on pace.

**Klaviyo:** \$2,500 annual (fixed). Runs all 12 months regardless of paid media schedule.

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## Seasonal Allocation vs. Historical Revenue

Period	Weighted Sales	% of Year	2026 Budget	Budget %	Rationale
Q1 (Jan–Mar)	\$110K	12.0%	\$1,550	8%	Email-led; save budget for peak
Q2 (Apr–Jun)	\$482K	52.5%	\$12,200	66%	Maximum investment at peak
Q3 (Jul–Aug)	\$151K	16.5%	\$4,750	26%	Final retail months
Sep–Dec	\$175K	19.0%	\$0	0%	No retail location; email only
<b>Total</b>	<b>\$918K</b>	100%	<b>\$18,500</b>	100%	+\$1,500 contingency

Note: Sep–Dec historical revenue won't repeat at those levels without a retail location. Realistic Phase 2 target is \$325K (100 units at mixed pricing), driven primarily by dealer channel and email-to-online conversions.

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## Key Performance Indicators

Metric	Target	Notes
Cost per Acquisition (DTC)	<\$120 CAD	Lower budget demands higher efficiency
ROAS	>25:1	At ~\$4,000 AOV, each DTC sale justifies substantial CPA
Email Revenue %	>40% of DTC	Email must carry more weight with reduced paid
Quest/Cruise Clearance	79 units by March 31	At 15% discount
Phase 1 Sell-Through	250 units by Aug 31	180 DTC + 70 dealer at full price
Phase 2 Sell-Through	100 units by Dec 31	20 DTC full, 50 DTC clearance, 30 dealer
Year-End Unsold	≤68 units	Carried into brand sale package

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## Reallocation Triggers

### Deploy contingency (\$1,500) if:

- April–May sell-through pace exceeds plan by 20%+ (pour fuel on the fire)
- A specific channel shows CPA below \$80 (double down)

### Shift budget TO Google FROM Meta if:

- Google CPA is 30%+ lower than Meta
- Search impression share drops below 70% on brand terms

### Shift budget TO Meta FROM Google if:

- Meta retargeting CPA beats Google on converting audiences
- Google category CPCs exceed \$3 with declining conversion rate

## Cut paid spend and shift to clearance pricing if:

- Phase 1 is 25%+ behind unit target by end of June
- Individual channel CPA exceeds \$200 for two consecutive weeks

## Accelerate clearance if:

- Fewer than 200 units sold by August 31 (50+ behind plan)
  - Shift to 15% discount on all remaining inventory, with email as primary channel
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## Creative Production Calendar

Deadline	Asset	Purpose
Feb 15	Updated dealer spec sheets (all models)	Bryan's spring outreach
Mar 1	Quest/Cruise clearance landing page refresh	Email-driven clearance
Mar 15	Discover product photography + video (30s, 15s)	Ready for May campaigns
Mar 31	Journey comparison page (PRO vs. EP6 vs. EP5)	April DTC campaigns
Apr 15	Discover product page (hidden until arrival)	Ready to publish when units land
May 1	Discover sell sheets for dealers	Bryan distributes to network
Aug 1	Commuter-focused creative	Final retail month push

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## What's Different From v1.3

Element	v1.3 (Going Concern)	v2.0 (Wind-Down)
Total budget	\$32,000	\$20,000
Discover strategy	Presale funnel, waitlist, deposits, launch event	SKU addition at full price when inventory arrives
Q4 spend	\$2,000	\$0

MY27 preview	September dealer preview	Eliminated
Dealer co-op	\$1,270 annual	\$500 — minimum collateral only
Campaign posture	Build brand + drive sales	Convert inventory to cash
September+	Continue retail operations	Lease expires; online + dealer only
Success metric	Revenue growth + market position	Units sold × margin × speed

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## Risk Register

Risk	Impact	Mitigation
Discover units delayed past May	Lose peak-month inventory	Journey line carries May; Discover campaigns shift to June
Nootka partnership falls through	DTC volume drops without retail staffing	Revert to current Experience Center operations through lease expiry
Sell-through pace 30%+ behind plan	Parent recovery drops from 61% toward 50%	Accelerate clearance pricing earlier (July instead of September)
Wind-down leaks publicly	Customers/dealers lose confidence	All marketing maintains going-concern posture; limit knowledge to essential parties
Quest/Cruise won't move at 15% off	79 units stuck; storage costs accumulate	Deepen discount to 25% in March; consider dealer bulk offer to Bryan's network

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*Document prepared February 2026. Review monthly against KPIs. Adjust allocations based on sell-through pace — the only metric that matters.*