

Promoting the Health Benefits of Cycling

- Focus on cardiovascular and mental health benefits.
- Use testimonials and before-and-after stories.
- Targeted ads on social media to highlight active lifestyle benefits.



Summary & Final Recommendations

- Bixi's growing user base and interest in active lifestyles present an opportunity.
- A summer sporting event can attract non-members and boost engagement.
- Collaborations and a strong marketing strategy are key to success.

