

BRAND NAME CREATIVE BRIEF

ebikebrandchallenge.com



eBIKE
BRAND
CHALLENGE

BACKGROUND

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By 2030, 60% of the world's population will live in cities.* This will increase the strain on road and transit infrastructure, increase frustrations for city residents, and impact pollution. General Motors has a bold vision for a future with Zero Crashes, Zero Emissions, and Zero Congestion.

Imagine a future where it's possible to get to work without transit headaches, having gotten some exercise, and doing it all faster than ever before. GM has begun to create a line of eBikes that will not only be more affordable than cars, giving people the chance of ownership of a viable electric mode of transportation, but will give them more freedom than ever before; connecting them with the world around them and controlling the way they move about a city.

We know that our vision will not only be realized by launching new, innovative electric micro-mobility products like these eBikes, but by putting you, our customers, at the center of everything we do. This includes embracing the new intersection of technology and transportation and engaging our communities by tapping into your creativity to help imagine and develop this brand and vision together. We invite you to come on this exciting adventure in the next generation of transportation solutions with us.

*UN World Cities Report, 2016

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THE ADVENTURE

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Create a new brand name for our eBike line that will be embraced by city dwellers around the world.

The brand name must:

- Bring the eBike brand to life
- Inspire people to choose eBikes as their preferred mode of transportation
- Be simple, smart, and bold
- Be meaningful in multiple languages and cultures
- Be trademarkable

The brand name must not:

- Be complicated or hard to pronounce
- Be jokey, punny, or offensive (but can be fun)

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THE PRODUCT

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Our first two eBikes will be:

1. Compact
2. Folding

(There are photographs of the first two models in the file you downloaded with this brief.)

Features and Benefits:

All of the eBikes in GM's new line are...

Stylish and Modern: These bikes are born from the same design clay as cars, by the same award-winning designers.

Equipped with Integrated Safety Features: Includes rechargeable front and rear LED lights.

Smart & Connected: Telemetry systems that are inspired by GM's 20 years of experience with OnStar.

Engineered with Innovation: You guessed it, the propulsion experts at General Motors have created a proprietary drive system that is small and powerful. Need we say more?

Joining Joy and Exercise: Want to ride your eBike to work without breaking a sweat? GM has you covered. Their eBike brings exercise to your everyday life.

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OUR
COMMUNITY

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We are primarily talking to people who live in cities and like to use all modes of transportation – from bikes to cars to subways. They recognise that different circumstances demand different transportation modes and use whatever is fastest and most convenient for each individual journey. They use technology as a conduit to improve and organize their lives – work, home, and at play. They pride themselves on having their finger on the pulse of what is new in the world, recognising the benefit and becoming early adopters to the latest tech and trends. They don't want to choose between awesome options. They want access to everything.

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HOW TO ENTER

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- We'd love to understand the inspiration behind your name - please keep it to 150 words and submit in a single PDF.
- Max file size: **10MB**

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EVALUATION CRITERIA

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The brand name will be evaluated using the following criteria:

- Does the name bring our mission to life?
- Does it give rich personality to the product?
- Is the tone smart and provocative?
- Is it compelling to the target consumer?
- Does it inspire commuter rebellion?
- Is it meaningful in multiple languages?
- Is it trademarkable?

Please refer to the BRIEF for more information.