

Transform your time!



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bitbop CHARITY tour

We must remember that television is still not self-evident everywhere in this world!

results



Solution

The idea is to create a race where bitbop pays x-amount of euros for each kilometer driven by participants. The money goes into new TV sets in the third world. Bitbop creates themselves a sympathetic image and the message of television everywhere will have an extra significance.

All of Germany's 16 municipalities will select a local celebrity as a team captain and will also get a red bitbop bike, with a smartphone equipped to record the trip on. All team captains will start the race in their own states on the same day.

Billboards inform and encourage people to participate before the race is started. Covers for bicycle saddles with advertising for the race, is put on bikes around the cities before the race is started.

The team consists of local people who regularly volunteer to take a ride on the bike. The tour can be

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Creative's profile



Kornbeck PRO
Graphic designer