

DUMMO TWEEWIELERS

Groningen

No fuel. Just power



WHAT IS DUMO ABOUT?

How did the company start?

As a child, the founder often noticed broken bikes scattered around the city. Rather than ignoring them, he would collect and repair them.

Years later, he and his friends turned that passion into a company: DUMO Tweewielers.

What do they do?

DUMO is a bicycle company that helps people and businesses get around more easily. They offer regular, cargo bikes and a lot more! Providing practical and sustainable alternatives to cars and vans, making urban travel faster, simpler, and more eco-friendly.

what do they want to achieve with that?

Their goal is to encourage companies to use cargo bikes instead of cars for deliveries.

By promoting this shift, they hope to make transportation more sustainable, reduce traffic congestion, and lower pollution levels in cities, creating cleaner and more livable urban environments.





MARTIN BAKKER

Customer discription:

Martin Bakker is a 35 year old baker from Groningen who runs the bakery he inherited from his mother. He grew up helping her bake bread and pastries before school and later took over the shop when she retired. Martin enjoys cycling, experimenting with new bread recipes, and plans to deliver his bakery products around the city using a cargo bike instead of a van.

What are the motivations:

They want an easier and faster way to move around the center of Groningen..

The problem it solves:

It solves problems with traffic and parking in the city center.

Why they do buy it:

Because it is easier, faster, and more practical than using a car..

Why they don't buy it:

They may already use a car, public transport, or another bike, or they don't need it.

WHAT IS THE MESSAGE THAT WE WANT TO SHARE?

Inspire people and companies to rethink city transport

Use humor and bike repair stories to make the message memorable

Reduce traffic, lower pollution, and create cleaner cities

Promote cargo bikes as a sustainable alternative to cars

Show that small changes can make a big impact in Groningen

WHAT MARKETING OPTIONS DID WE PICK?

We made three short videos. These videos are designed to reach people who aren't yet familiar with the brand in a fun and engaging way! They are perfect for sharing on social media.

We have created a poster that can either be displayed around Groningen or shared on social media. The poster is humorous, making it memorable, and it includes a funny reference to bike repairs.

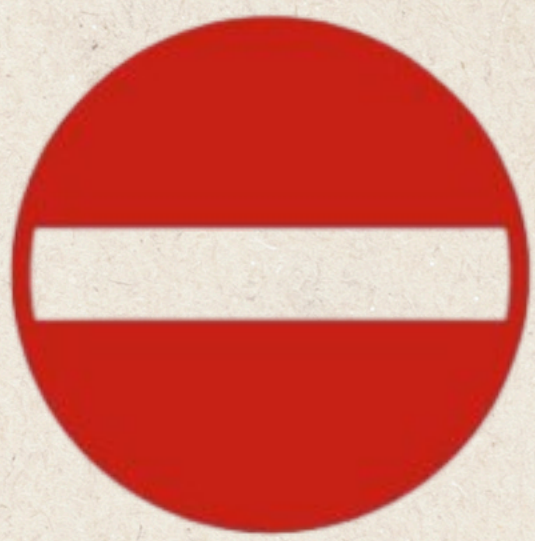
We created two flyers/ information posts that use the same clear and engaging style, sharing key info about cargo bikes and bike repairs to promote sustainable transport in Groningen.

We created three social media posts in the same humorous style as the poster, each with a funny bike repair reference, aimed at promoting cargo bikes and reaching people in Groningen.

3 advertising video's







UITGEZONDERD



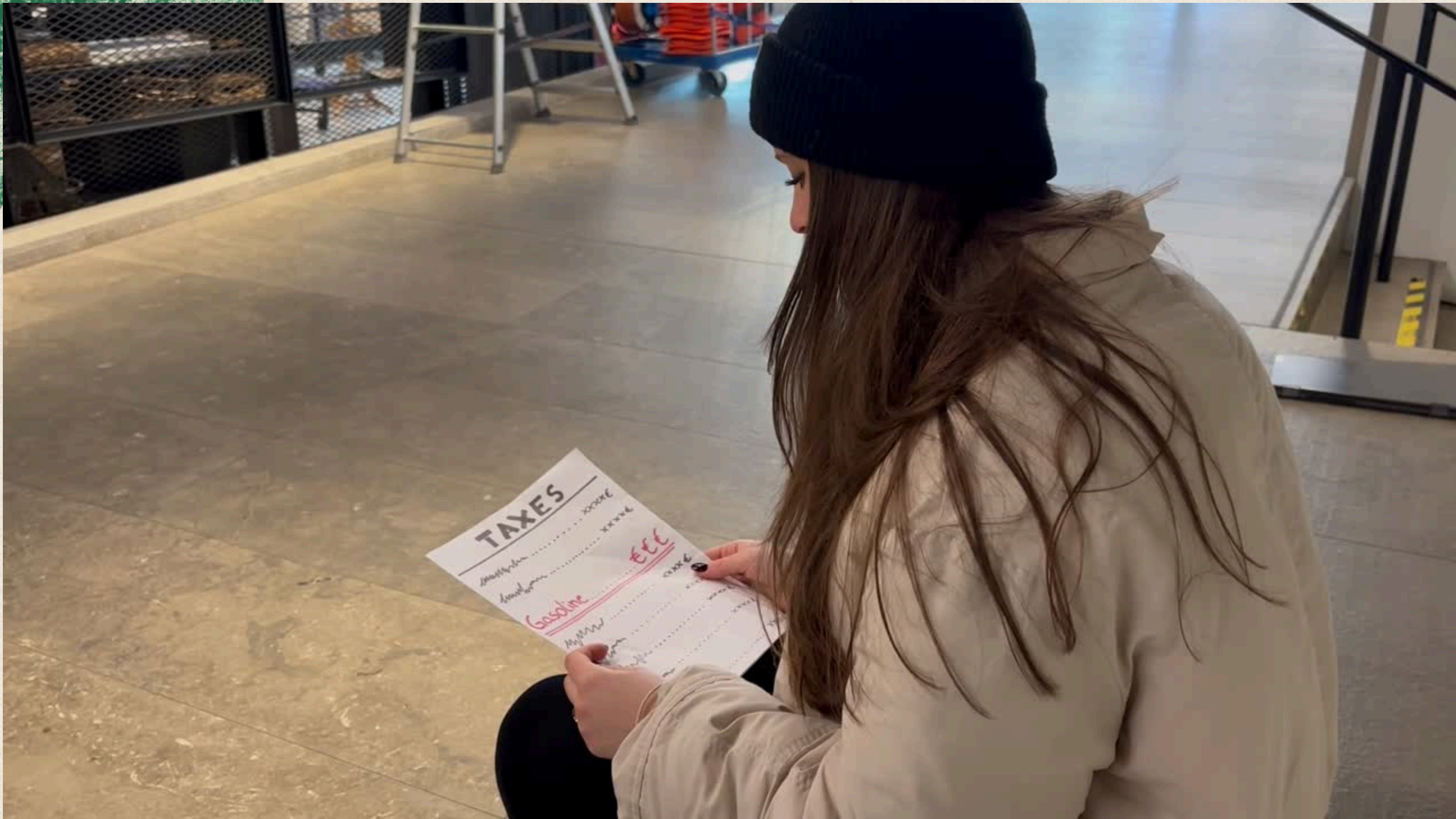
The main character is standing in front of his van, looking angry and disappointed.

He cannot enter the street. There is a “No entry except for bikes” sign.

A side character, a florist, rides past on a cargo bike and is able to enter the street to deliver flowers to a building.

The next day, the main character is riding a cargo bike. He enters the same “No entry except for bikes” street and successfully makes a delivery there.





A florist is looking at a gas receipt. The price is very expensive, and she looks sad and frustrated. Later, we see her browsing online and looking at Dumo cargo bikes. She realizes it could be a good alternative and decides to buy one. The next day, we see her riding the cargo bike, delivering flowers with a big smile. She looks happy and relieved as she cycles through the city.





Film a broken bike.

Show a man from Dumo Bikes picking up the bike and taking it to his workshop. Show him repairing the bike until it works well again.

After that, he sells the bike, and it is used for a long time.



2 informative advertisement



Get around easier with Dumo bikes

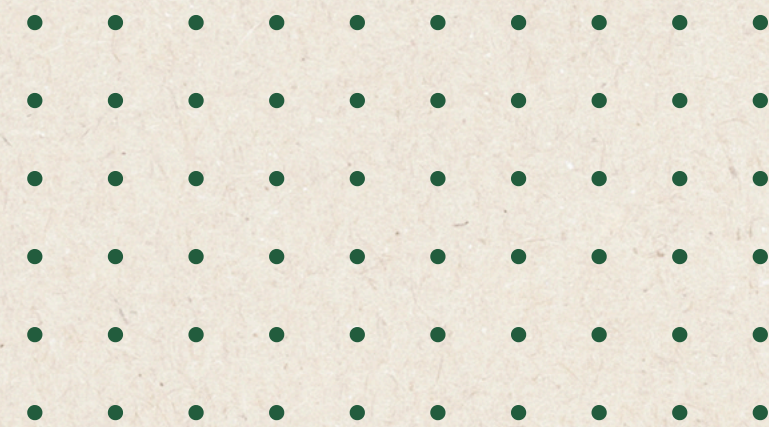
Dumo Bicycles started by repairing broken, abandoned bikes found on the streets. The business began with selling these repaired bicycles. From the very beginning, Dumo has focused on sustainability, and today we are working to help Groningen reach its environmental goals.

By 2030, Groningen aims to become a zero CO₂-emission city, and that's where you play an important role. By choosing a bicycle instead of a car, you are not only helping the city reach this goal, but also contributing to a cleaner, healthier environment for everyone.



By using cargobikes or city bikes instead of vans and cars you:

- Save time and get more efficient in work.
- Save aproximantly 31 000 euros per year, by reapering and lower driving costs
- Save aproximantly 4 800 kg of co2 emissions per year and therefore help Groningen reach its goal



Want to read more about the history and the sustainable choices by dumo?

Scan the QR code or visit the website <https://dumofietsen.nl/>



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Get around easier with Dumo bikes

Using a cargo bike can be a great option for businesses. It makes it easier to move through the city and avoid traffic, while also helping reduce CO₂ emissions and supporting a cleaner environment

How would it work?

- Dumo offers cargo bikes for businesses
- Companies can test the bike first
- If they like it, they can customize it
- Then they can buy the bike and ride green!



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3 Online social media posts



DUMO BIKES



Dumo Bicycles started by repairing broken and abandoned bikes found on the streets of Groningen. What began as a small project grew into a business focused on sustainability.

Groningen aims to become a zero CO₂-emission city by 2030. By choosing a bicycle instead of a car, you help create a cleaner and healthier city.

No fuel. just power

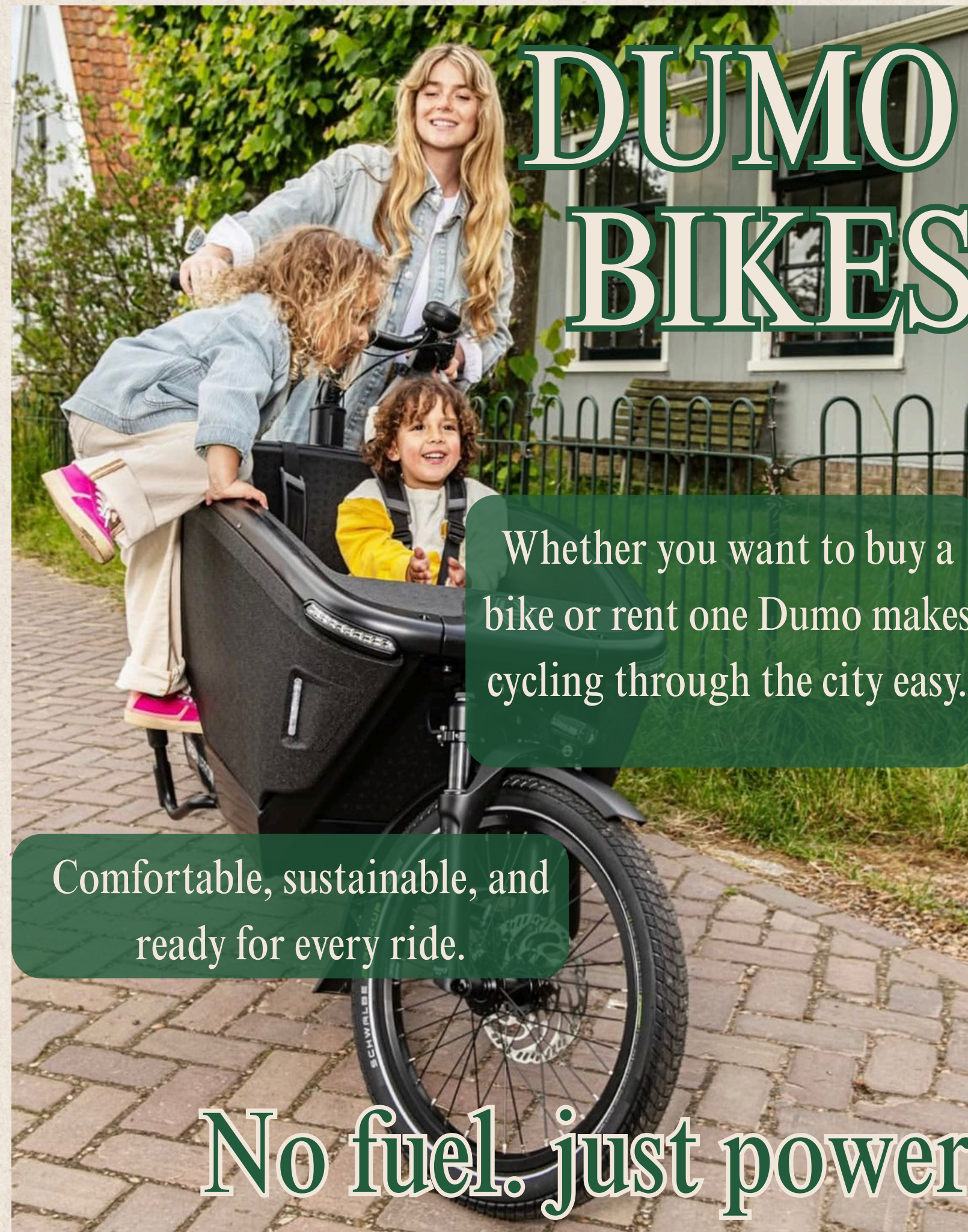
DUMO /Cargo BIKES

Companies can replace vans with cargo bikes to move around the city more efficiently. Cargo bikes are a sustainable and practical way to transport goods.

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just power

By switching to cargo bikes, companies can:

- Save time and work more efficiently
- Save around €31,000 per year
- Reduce about 4,800 kg of CO₂ emissions per year



DUMO BIKES

Whether you want to buy a bike or rent one Dumo makes cycling through the city easy.

Comfortable, sustainable, and ready for every ride.

No fuel. just power



A funny

advertising poster



E-Mail&Telefone



DUMO BIKES

Bike Emergancy?



Call the Wheel Doctors!

We'll have you rolling again in no time

mail : info@dumofietsen.nl

Tele fone : 0657218500



QR-Code

Recomendations to further develop sustainability and marketing

Use storytelling (Problem, solution, consequences, call to action)

Use catching and interesting parts like facts to stand out more from competitors

Make short ads from longer ads (used by big companies)

Post more on socialmedia (Instagram, facebook, youtube, tiktok, linkdin, etc.)



Thanks for riding along!

We hope that we have inspired you
to ride a bike more often.

Any questions before
we pedal away?

