



# TAKING BRANDS ON A JOURNEY THROUGH PERTH



# ABOUT US

Since founding in 2017, Peddle Perth has upped its cadence to become Australia's largest rickshaw tour company with a fleet of **24 MODERN RICKSHAWS** and a team of **50 RIDERS**

Our peddling dynamos take your billboards on immersive adventures around Perth regularly travelling through busy streets, entertainment precincts and high-foot-traffic areas — putting your brand directly in front of your target market.

Generating an average of **900 IMPRESSIONS PER KILOMETRE**, that's a lot of eyes on your clients brand!





# OUR SERVICES

## MOBILE BILLBOARD ADVERTISING

**Enhance the visibility of your client's brand.**

Peddle's super cool rickshaws command attention. Wrapped with mobile billboards, they turn heads towards your clients' brands, bolstering campaign effectiveness by creating buzz and awareness on the streets of Perth and Fremantle.

## Track and measure campaign engagement

For advertising campaigns that also include a booked activation or event, we can provide reporting on measurable activity such as the number of rides completed and passengers carried.

This gives you a clear snapshot of direct customer engagement with your brand during the activation or event.

**The perfect inclusion in any brand building spend, boost your client's success with Peddle today.**

## BRAND ACTIVATIONS

**Turn heads with our brand and event activations at a fraction of the cost of traditional campaigns.**

**The only limit is your imagination.**

- Transport event delegates, VIPs and staff from point A to B with fun and ease
- Great for free sponsored rides at corporate, tourism or public events
- Brand and decorate our rickshaws as props for galas and balls
- Distribute flyers and merchandise give aways in a fun and efficient way
- We can peddle anywhere in WA with an added transport cost

**Power brand and event activations to higher heights with Peddle.**

**Talk to us today.**

# BENEFITS





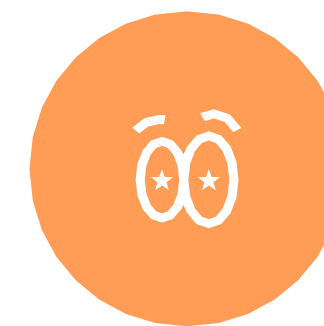
## COST-EFFECTIVE

At a fraction of the cost of traditional static billboards, mobile billboards give you a bang for your buck that is off the charts!



## SUSTAINABLE

Our rickshaws are pedal powered with zero carbon emissions, reducing Environmental impact and promoting green travel.



## ATTENTION-GRABBING

People are constantly bombarded with ads and information, making cut-through your greatest challenge. Mobile billboards break the mould and bypass ad fatigue, ensuring brands stand out and win business.



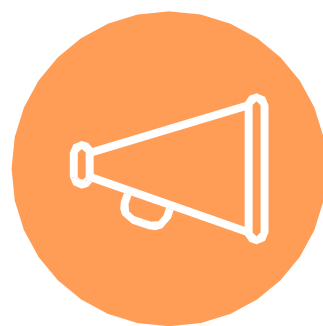
## MAXIMUM BRANDING OPPORTUNITIES

In addition to branding our rickshaws, our youthful, energised riders can wear branded t-shirts and can also distribute advertising material.



## GO WHERE YOUR AUDIENCE IS

Traditional billboards can't sprout legs to move to where your target audience is. Our mobile billboards can, it's as easy as peddling!



## ADS THAT TALK

Traditional billboards can't talk either. Our riders can. Make them part of your activations briefing them to answer questions about your brand and help convert more customers on the fly.

Advertise across more than 10 bikes and receive a 10% discount on advertising costs. The more bikes you advertise on, the more you save while expanding your campaign's reach.



## 1,000'S OF IMPRESSIONS

We've worked with many successful brands, making their marketing fresh and fun, and earning them 100s of 1,000s of impressions per month.



## YOUR AD, YOUR WAY

Deploy up to 20 mobile billboards with high quality, customisable vinyl wraps delivering 360° maximum visual impact.



## QUICK TURNAROUND

Don't wait! We can have your client's mobile billboards on the road in a matter of weeks.



## ADDED BONUS

Advertise across more than 10 bikes and receive a 10% discount on advertising costs. The more bikes you advertise on, the more you save while expanding your campaign's reach,



# **CASE STUDY**



For CGU's event activation for the 2023 Steadfast Insurance Convention.

Peddle offered free rides for delegates from CBD hotels and the Perth Convention Centre.

**3** days

**977** passengers

**820KM** travelled

**20** peddlers

**73,800** impressions

**CLICK HERE  
TO CHECK OUT**





**BRANDS  
WHO'VE  
RIDDEN  
WITH US**



Some of the amazing brands we have partnered with to make their advertising fresh, fun and achieving incredible results.



# INVESTMENT



Enjoy a 10% discount with these exclusive agency-only rates.

## MOBILE BILLBOARD ADVERTISING

Print and installation of branded vinyl wraps\*

Mobile branding powered by a fit, friendly peddler

**\$500** +GST per rickshaw (one off cost)

**\$1000** +GST per rickshaw per month  
(up to 24 rickshaws available)

## BRAND ACTIVATIONS

Peddle hire including fit, friendly peddler

**Starting from: \$130**

+GST per rickshaw per per hour  
(min. 3 hours)\*prices subject to seasonal changes\*

\*PLEASE NOTE: All artwork to be supplied to Peddle as per our specifications.  
Additional transport fee for rickshaws if peddling outside Perth CBD.



