

Raleigh

SP Race Advertising

Background & Brief

Entering their 125 year, Raleigh Bikes needed a suite of advertising with a new perspective. The advertising needed to encompass each brands ethos and presented in a more interesting, engaging and even a risky way.

Solution

We identified two routes for the advertising. The first route combined an illustrative perspective with photography. The bold striking colours lifted the ad off a very crowded page. The second route identifies a real-life situation resonating with the audience. The ads use clever and engaging headlines working with the creative direction.

Services Provided

Copywriting

Concept development

Image retouching

Project management



TOP FOUR
Cycling
BIKE
YEAR
2011

RACE PROVEN BY
TEAM RALEIGH

Turn any road into
the *fast-track*

The all new SP race.
We have designed this racing thoroughbred drawing on more than a century of creating performance bikes for athletes at the highest level. The frame and fork are 100% Raleigh designed and manufactured using our HM2 Carbon Monocoque technology with BB30 bottom bracket to give optimal stiffness and weight.

We are Raleigh

Visit: www.raleigh.co.uk
or scan the code for more information



We don't chase trophies.
They chase us.

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