

**Dave Askins**

the bicyclist ad

1 message

Dave Askins <dave.asksins@annarborchronicle.com>**Sat, Oct 1, 2011 at 3:41 PM**

To: info@zipcar.com

Cc: Kristine Talley

Hey Zipcar,

My wife, Mary Morgan, and I have been Zipcar members since a location was added on our side of town in Ann Arbor. It's what allowed us to give up car ownership.

So you have us. We're customers. We love you. We sing the praises of Zipcar all the time.

So when your advertising campaign irks us, I think that's a point worth adding to your dataset.

The ad in question is the one with text "Sometimes you just need a car," depicting a woman and a man dressed in business attire, with a briefcase dangling off the handlebars clutching a roll of papers and various other items under one arm.

The most straightforward solution to these folks' problem would be some panniers or a trailer – it's the sort of thing I see all the time here in Ann Arbor. In fact, one way I earn my living is by hauling cargo on a trailer behind my bike. Loads average 250-300 pounds. When I haul a load of Styrofoam it's typically a greater volume than an average SUV can handle.

So my point is not to quarrel with the text, "Sometimes you need a car," but rather to suggest it'd be more constructive to think about who the audience is you want to convert to Zipcar. I assume it's people like me and my wife, who want to use a bicycle or a scooter (a Honda Ruckus) for most trips around town, but still sometimes need a car. So what you want to do is validate their preferred mode (not a car) and sell them on the idea that their preferred mode, plus ZipCar, can free them from the burden of car ownership.

SUGGESTION: I'd propose a graphic with two components joined together with "+": (A) your two cyclists in a city, happy and pleased to be cycling (B) two separate cities on a map with a connecting line of some sort, labeled Zipcar. Your text then reads: "A bicycle plus ZipCar is all you really need."

Cheers,

Dave

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Dave Askins

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