

Introduction

Ask any Oahu resident what their daily commute is like and you will probably be met with a grumble. In a growing city with an aging infrastructure, the average commute for an Oahu resident can range from 30 minutes to over an hour one-way. INRIX, a leading traffic data aggregator and analyzer, ranked Honolulu as the city with the worst traffic in the United States in 2012 (Exhibit 1).

Ad 2 Hawaii's recipient for the 2019-2020 pro bono public service marketing campaign is Bikeshare Hawaii. This nonprofit oversees the Biki bikeshare program, which was created as an alternate commute option that strives to provide a flexible, affordable, zero-emission, and fun way to get around urban Honolulu (Exhibit 2). They have great potential to positively impact the community as Honolulu was ranked as the top U.S. city for micromobility in 2019 by INRIX (Exhibit 3). The high amounts of short-distance trips, warm climate, and relatively flat landscape all attributed to the first-place ranking.

Call for Applications and Selection Process

On July 1, 2019, a call for nonprofits to apply for the pro bono campaign was sent out and distributed via press release (Exhibit 4), e-blast (Exhibit 5), and social media (Exhibit 6). Through our public relations efforts, our press release was picked up by the media, and our board members appeared on the morning news at KHON2, the local Fox affiliate (Exhibit 7). We were also featured on four radio stations, which included 102.7 Da Bomb, Oahu's top radio station (Exhibit 7). We partnered with Hawaii Alliance for Nonprofit Organization and were able to send our call for applications to their email list (Exhibit 8). Of the 15 applicants, three candidates were chosen to be interviewed on August 6, 2019 and Bikeshare Hawaii was selected as the recipient the next day. A kick-off meeting was held with the client five days later, and Bikeshare Hawaii was publicly announced as the recipient at the Fall Flair Fundraiser on November 15, 2019 (Exhibit 9).

I. Goals of the Project

Meetings with Bikeshare Hawaii were aimed at understanding what pain points the public service campaign could address. As a 501(c)(3) nonprofit, they rely heavily on grants and donations to sustain their business. Revenue directly generated from the service is used by a third-party organization that offsets maintenance and operational costs related to the bikes and stations. Bikeshare Hawaii will not be able to use bike revenue to sustain itself until a certain ridership threshold is met (Exhibit 10). Ultimately, the goal of the campaign is to increase general ridership by 5% (approximately 12,127 riders) by the end of the campaign.

II. Target Audience

Bikeshare Hawaii has the most potential to increase system revenue by targeting residents who frequent the urban Honolulu area, are over 18 years of age, and are not current Biki users. Residents can purchase a variety of plans that range from a monthly subscription to a flexible bank of riding minutes. Thus, they have the highest potential for becoming loyal users of the service.

III. Strategy

Creative Brief - The public service committee developed a creative brief based on the client's needs, the ridership demographics and behaviors, and the market (Exhibit 11).

Market Research - Research was conducted to determine what factors appeal and deter nonuser residents from trying the service.

Ad 2 Hawaii worked in partnership with Anthology Marketing Group to develop and conduct intercept surveys. We reviewed Biki station data that was collected in September of 2019 and discovered that the three neighborhoods with the least Biki traffic were Makiki, Manoa, and Diamond Head/Kapahulu. Anthology provided survey training for the public service committee members (Exhibit 12). Members then screened potential interviewees on the streets for qualifications including:

1. Knowing how to ride a bike

2. Not owning a Biki pass in the past six months
3. Full-time Hawaii residency

Over 50 people were screened and 24 qualified to participate in 15 to 20-minute-long hybrid qualitative-quantitative surveys (Exhibit 13). This came out to be eight people from each of the three neighborhoods.

Market Research Results - Most respondents found the concept of bikesharing appealing; 54% responded with “very appealing” and 42% found it “somewhat appealing” (Exhibit 14). When the respondents were asked how likely they were to try Biki, the majority (42%) responded in favor of trying it (Exhibit 14). The top perceived benefits of the service were convenience, affordability, physical exercise, and that it was eco-friendly (Exhibit 14). The top concerns and barriers ranged from already owning a form of transportation, safety, weather, and getting sweaty (Exhibit 14). The Biki program received an overwhelmingly positive response from the potential users we interviewed. We incorporated the perceived benefits in our campaign concepts.

Campaign Message and Call to Action - After meeting with Bikeshare Hawaii’s Board of Directors (Exhibit 15), it was decided that the campaign message would depict Biki as an integral part of any lifestyle by highlighting its convenience, multipurpose, and recreation. The slogan that was chosen is, “Where will you Biki?” This message challenges the viewer to think about how they can incorporate Biki into their own life.

IV. Execution

The public service campaign will create and execute advertisements for television, radio, print, and digital channels.

Television - Ad 2 Hawaii worked with Kinetic Productions, a local video production group, to create television concepts and plan production for the spot. The final concept for the 30-second spot involves following the “Biki journeys” of four individuals - a businessman, a female entrepreneur, a college student,

and a 40s to 50s aged woman - through downtown Honolulu, a beach park, a university, and the vibrant Kakaako community. The businessman rides a Biki bike to work to show that it is a viable daily commute option. The female entrepreneur rides through the Kakaako community in multiple scenes, including the closing date night scene, to show that Biki bikes can be enjoyed for recreational reasons. The 40s to 50s aged woman is shown enjoying a ride with her friends to show that the “usual” Biki rider is not limited by age. The college student character proves that Biki can be an affordable, quick mode of transportation for students. Several background characters of various ages, physiques, and occupations will also appear. The idea is to portray Biki as part of any lifestyle (Exhibit 16).

Radio - Several 30-second radio scripts were written by Malcolm, a committee member. The final radio concept, selected by our client, features four distinct voices describing the different reasons and benefits of using Biki service (Exhibit 17). The script is read as a single monologue spoken by different voices to emphasize the idea that Biki can be used by a diverse range of people. It is similar to the television concept in that we are proving Biki is excellent for riding to work, for recreation, for exercise, and more. These reasons for using Biki reflect the perceived benefits for using this service as captured in our market research.

Digital, Outdoor, and Print - The same concept will be used for the digital, outdoor, and print aspects of the campaign. It depicts four images seamlessly spliced into one (Exhibit 18). Each individual image shows a different environment and rider holding the same pose on a Biki bike. Four variations of this concept will be created to reflect the four main characters that will be shown in the television spot.

V. Media Used

Media Solicitation - Committee members reached out to various broadcasting, radio, and advertising organizations to ask for donated advertising space (Exhibit 19). For television airtime, we requested advertising space from various local news networks such as Hawaii News Now, which consists of the CBS-affiliated KGMB and NBC-affiliated KHNL channels; Fox-affiliated KHON2; and ABC-affiliated KITV. For

radio airtime, we reached out to organizations with local stations such as Krater 96.3, Power 104.3, and Hawaiian 105. For digital, outdoor, and print advertisements, we reached out to numerous organizations, including Hawaii Malls, AdWalls, and HONOLULU Magazine.

Television - After the television concept was approved by the client, locations were scouted and a casting call was sent via Ad 2 Hawaii's email list and Bikeshare Hawaii's newsletter (Exhibit 20). We screened applicants and selected the main talent for the shoot (Exhibit 21). Unfortunately, production was suspended out of precaution to prevent further spread of COVID-19. Production and release of the television commercial will resume after the pandemic subsides and when it is deemed safe to do so.

Radio - Once the radio script was finalized, the spot was recorded with the help of Pacific Music Productions (Exhibit 22). Committee members lent their voices to the commercial. The 30-second spot is slated to air between April 1st, 2020 through March 31st, 2021. Summit Media Corporation, H. Hawaii Media, iHeartMedia, and Pacific Media Group donated airtime across a total of 21 radio stations. The net reach for iHeartMedia alone will be around 302,400 people. The spot will be aired over 6,500 times between April 1, 2020 to March 31, 2021.

Digital, Outdoor, and Print- Imagery for the print and digital advertisements were originally planned to be taken on set of the television commercial shoot. Unfortunately, production of the print materials will be delayed until the COVID-19 pandemic subsides. HONOLULU Magazine, Hana Hou, and This Week (Hele Mai) generously offered free print space for our campaign to run when it is finalized. Hawaii Malls offered 13 poster spaces in urban Honolulu malls with high volumes of traffic such as Ala Moana Shopping Center, Kahala Mall, and the Royal Hawaiian Center. AdWalls, a billboard company that services 12 major U.S. cities, also offered to donate available space when the campaign is ready. Digitally, we were donated pre-roll space with KHON2 and banner advertisements on Honolulu Magazine's website. The Public Service Committee's budget will be used to purchase advertising space on digital platforms such as Facebook and Instagram.

VI. Results

Given the setbacks and timing of the campaign production, empirical results cannot be determined until the end of the campaign. However, when the campaign is finalized, monthly station data will be analyzed from when the campaign officially launches until its end to determine how many new riders were captured.

The current value of the campaign is approximately \$239,722 (Exhibit 23). Costs from the television commercial production, graphic design work, photography, and the value of advertisement placements and airtime have not been factored in yet.

Aside from results for the client, Ad 2 Hawaii gained exposure through various activities throughout the project. We appeared on one of the most-watched morning news programs in Hawaii as well as on three of Hawaii's top radio stations. Fifteen nonprofits answered the call for applications. We also gained exposure during the talent casting phase and received 25 non-Ad 2 related responses to our casting call.

Committee members gained great experiences ranging from brainstorming the campaign to even writing the copy for the radio spot. Jennifer, a committee member, said, "Being involved with Ad 2's on-site surveying for the Bikeshare Hawaii campaign was a great experience. I gained stronger communication skills and was able to get out of my comfort zone in order to approach our target audience." The client, Bikeshare Hawaii, shared: "I think Ad 2 Hawaii is doing an amazing job with the campaign thus far. I appreciate your patience with us as we go through a bit of a transition period and have less staff capacity. We are excited about all the work you have put into it and look forward to the filming/editing process and the launch!" Ultimately, both Ad 2 Hawaii and Bikeshare Hawaii members benefit from the production of this campaign.

Lastly, this campaign would not be possible without the works of several individuals, including a few Ad 2 alumni, from varying backgrounds of the advertisement industry. We are so grateful for the help we have received from directors, audio engineers, graphic designers, photographers, copywriters, account executives, and many more. We all came together in collaboration to serve a great, local nonprofit with a community-driven mission.

Exhibit 1
News Article – Worst Traffic in U.S.

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HAWAII

NEWS NOW

NEWS
LIVE
CORONAVIRUS PANDEMIC
WEATHER
SPORTS
HI NOW

Honolulu ranked worst in country for traffic

May 22, 2012 at 8:39 PM HST - Updated June 26 at 11:44 PM

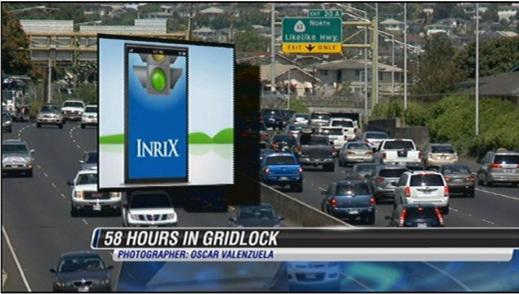
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f

✉



H-1 @ MIDDLE
1:30 PM
Traffic Cam
05/22/12 07:02:22 AM



58 HOURS IN GRIDLOCK
PHOTOGRAPHER: OSCAR VALENZUELA

Traffic stinks. Honolulu is the worst city in the country for traffic with drivers wasting 58 hours last year sitting in congestion, according to Inrix, which just released a new traffic app. That's almost two and a half days. It's more than Los Angeles, New York and San Francisco.

"It sort of makes me think of that scene in the movie Network where they say 'I'm mad as hell and I'm not going to take it anymore' this should be the wakeup call for everybody to say now is the time we need to get this rail project moving," said Dan Grabauskas, Honolulu Authority for Rapid Transportation CEO.

Rail supporters are using the study as another reason why the city needs transit because traffic is only going to get worse.

"There's no congestion on the new rail system. People are going to be able to get on and be out of traffic and know you're going to be at your destination on time," said Grabauskas.

PUBLIC SERVICE

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Exhibit 2
Bikeshare Hawaii's "Biki" Program



Exhibit 3
Honolulu Micromobility Ranking

Figure 1: Top 10 U.S. Cities by Micromobility Potential

Rank	City	Trips 0-1 Mile	Trips 1-2 Miles	Trips 2-3 Miles	Combined
1	Honolulu	25%	19%	12%	55%
2	New Orleans	22%	17%	12%	52%
3	Nashville	22%	17%	12%	51%
4	Chicago	22%	17%	12%	51%
5	Charlotte	20%	18%	13%	51%
6	New York	22%	17%	11%	51%
7	Portland	21%	17%	13%	51%
8	Pittsburgh	23%	17%	11%	50%
9	Los Angeles	21%	17%	12%	49%
10	San Francisco	20%	17%	12%	49%

Source: INRIX Press Release, September 2019

Exhibit 4
Call for Applications - Press Release



MEDIA CONTACT:
Khrystyn Huynh
President, Ad 2 Honolulu
Phone: 808-375-1106
ad2honolulu@ad2honolulu.org

FOR IMMEDIATE RELEASE

**AD 2 HONOLULU ACCEPTING APPLICATIONS
FOR 2019-2020 PUBLIC SERVICE CAMPAIGN**

(HONOLULU – July 1, 2019) Ad 2 Honolulu is calling all interested nonprofit organizations to apply for a pro-bono public service campaign. The selected organization will receive a year-long campaign, which can include branding, public relations, guerrilla marketing, collateral executions and advertising in television, radio, print, and web. Notably, past public service campaigns have reached values of \$1,000,000.

In June, Ad 2 Honolulu presented their 2018-2019 Public Service Campaign for their campaign recipient, Malama Mentors (a nonprofit that provides supportive public high school mentors to elementary school students in need of a friend) at the American Advertising Federation’s national conference in Hollywood, FL.

“It’s a privilege for us to work with such amazing organizations that are making a positive impact in our community. The entire process of learning about the organization, figuring out what message they want to communicate, and partnering with our local advertising industry to execute all the deliverables has been my favorite aspect of Ad 2 Honolulu,” said Khrystyn Huynh, President of Ad 2 Honolulu. “Our ideal client is one that embodies the spirit of aloha, with a mission that benefits the people of Hawaii.”

For additional information, contact Khrystyn Huynh at ad2honolulu@ad2honolulu.org or download the application from www.Ad2Honolulu.org. The deadline for applications is Wednesday, July 31, 2019.

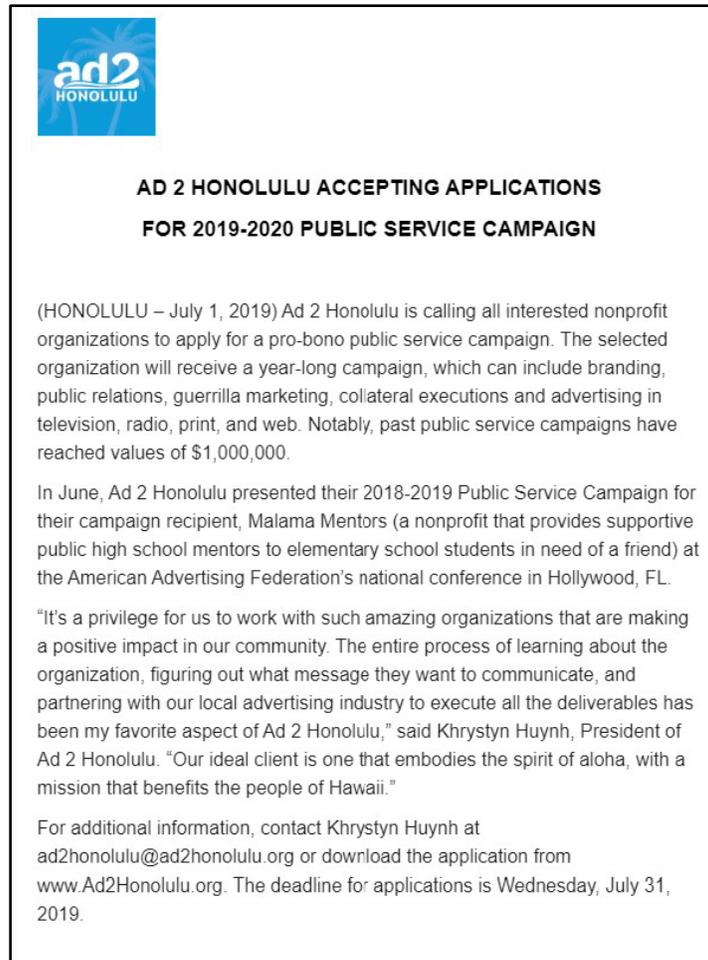
ABOUT AD 2 HONOLULU

Since 1969, Ad 2 Honolulu has created award-winning, integrated marketing campaigns for local nonprofit organizations. Past public service clients include Aloha Harvest, Re-Use Hawaii, Travel2Change, Ala Kuola, Healthy Mother’s Healthy Babies, Aloha Medical Mission’s Dental Clinic, Hawaii Heart Foundation, Hawaii Cord Blood Bank, Community Helping Schools, Kanu Hawaii, AccessSurf Hawaii, Hawaii Meals on Wheels, Boys & Girls Club of Hawaii, Hawaii Literacy, Hale Kipa Inc., Earthtrust, and the Hawaii Alliance for Arts Education. All campaign funding is raised through community support and volunteer efforts.

All members of Ad 2 Honolulu are 32 years of age or younger and are either students or individual employed or interested in advertising and its related fields. For more information on Ad 2 Honolulu, email ad2honolulu@ad2honolulu.org or visit our website at www.Ad2Honolulu.org.

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Exhibit 5
Call for Applications – E-blasts



Ad 2 Hawaii's Call for Applications E-blast

ATTN: NONPROFITS - Call for Applications (copy 01) Regular - Ad 2 Hawaii Tags: Nonprofit Sent Tue, July 30th, 2019 9:30 AM to 38 recipients by you	Sent	41.2% Opens	14.7% Clicks	View Report
ATTN: NONPROFITS - Call for Applications Regular - Ad 2 Hawaii Sent Mon, July 8th, 2019 6:52 PM to 525 recipients by you	Sent	25.5% Opens	1.3% Clicks	View Report

Open and click rates for Ad 2 Hawaii's e-blasts.

Exhibit 6
Call for Applications - Social Media Posts

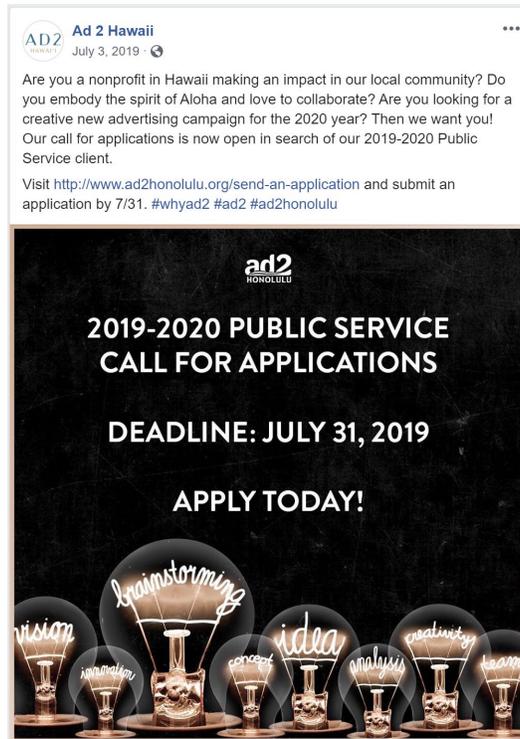


Exhibit 7
Call for Applications – Radio and Television



khon2 NEWS LIVE STREAM WEATHER WAKE UP 2DAY SPORTS LIVINGGOOD REPORT IT KIBI

WAKE UP 2DAY

Ad 2 Honolulu to Produce Free Ad Campaign for Non-Profit

Facebook Twitter WhatsApp Messenger Email Plus

Ad 2 Honolulu free advertising campaign
3 minutes left

80° 7:45 AM
ALONG AIEA HEIGHTS DRIVE. THIS WILL RUN FROM 8:30AM TO 3:30PM LOCAL

Posted: Jul 8, 2019 / 07:55 AM HST / Updated: Jul 8, 2019 / 09:32 AM HST

HONOLULU (KHON2) – It's an amazing opportunity for non-profit organizations that could be worth tens of thousands of dollars!

Ad 2 Honolulu is planning to produce a free advertising campaign for a non-profit group in Hawaii. How can non-profits benefit?

Ad 2 Honolulu President Khrystyn Huynh joined Wake Up 2day with details.

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Exhibit 8
Hawaii Alliance for Nonprofit Organization Call for Applications

Ad 2 Honolulu accepting applications for its 2019-2020 Public Service Campaign | Apply by Jul. 31

Could your nonprofit benefit from a public service marketing campaign? Ad 2 Honolulu is accepting applications from Hawaii nonprofits for its 2019-2020 Public Service Campaign. Each year Ad 2 Honolulu's Public Service committee selects an organization based on a cause they feel passionate about. Then for the following year the committee builds the campaign, from conducting market research and planning creative strategy, to the production and execution phases. Each element of the campaign is created by Ad 2 Honolulu's young advertising professional members with support from key industry partners. [Learn more and apply here.](#)

Call for applications displayed in the Hawaii Alliance of Non-profit Organization newsletter in July 2019.

Exhibit 9
Official Announcement at Fall Flair Fundraiser



Bikeshare Hawaii employees at the Fall Flair Fundraiser



Event venue

Exhibit 10
Bikeshare Hawaii Organizational Structure

PUBLIC	NON PROFIT	PRIVATE
WHO		
<p>City and County of Honolulu State of Hawaii Federal Government</p>	<p>Bikeshare Hawaii Donors, Grant Funders, Supporters</p>	<p>Secure Bike Share Hawaii LLC</p>
PRIMARY FUNCTIONS		
<ul style="list-style-type: none"> ● Monitor the non-profit ● Permit and deny bikeshare station locations ● Serve as the applicant and admin for federal grants 	<ul style="list-style-type: none"> ● Achieve the requirements set by the city grant agreement ● Lead community outreach ● Manage the private operator ● Location planning ● Set pricing for fares and memberships ● Create Employer and Visitor Plans ● Consumer marketing and branding ● Consumer website and Biki App ● Secure grants and donations ● Develop partnerships and programs to support community initiatives 	<ul style="list-style-type: none"> ● Maintenance ● Rebalancing ● Customer service ● System technology ● Equipment inventory
REVENUE SHARE		
<ul style="list-style-type: none"> ● General Excise taxes on all applicable fares and income goes back to State. ● City saves the expense risk of owning and operation. 	<ul style="list-style-type: none"> ● Bikeshare Hawaii receives a portion of fare revenue when a threshold is met. To date, this threshold has not been met. ● Profit must be reinvested into providing bikeshare for community benefit in accordance to regulations. 	<ul style="list-style-type: none"> ● Fare revenue helps offset operating costs and equipment financing. ● Bikeshare Hawaii receives a portion of fare revenue when a threshold is met. To date, this threshold has not been met.

Exhibit 11
Creative Brief

CLIENT: Bikeshare Hawaii

PROJECT: 2019-2020 Public Service

DATE: 10.28.19

PRODUCT – What are we selling?

“Biki”

OBJECTIVE/GOAL – Based on the background of the current industry/client situation, what is the advertising tasked to do?

- To establish the benefits that biki provides to the community
- To increase ridership and engage riders

SINGLE-MINDED IDEA – In one short sentence, what is the most compelling thing to communicate to the consumer?

Biki provides riders with a sense of community and accomplishment.

REASON TO BELIEVE – What is the proof? The most compelling reason to believe, to try, to buy?

1. Biki offers the local community health benefits and financial savings as well as a positive environmental impact for riders who live in and travel to Honolulu
2. Bikeshare Hawaii’s aims to provide high quality, convenient, reliable, and affordable services that enhance the communities they call home.
3. Bikeshare strives to connect people to more places where they live, work and play throughout Hawaii-nei.
4. Biki offers multiple membership with 4 options for Kamaaina and a one way or multi stop for Visitors
5. The Kamaaina plans are in place to help every resident utilize Biki to help them get around town
6. Bikeshare is registered as a not-for-profit 501(c)3 organization that manages “Biki”
7. In other cities (in the United States) the city is typically the one who handles the bike share programs. **In Hawaii’s case**, Bikeshare Hawaii takes on this role. Which saves the city the expense of owning and operating the program.
8. Bikeshare Hawaii relies on raising funds primarily through sponsorships and donations from businesses.
9. The Biki Free Spirit plan is most popular with local residents and allows them to live outside of town but use Biki for up to 300 minutes per month whenever they want.
10. Bikeshare Hawaii is overshadowed by Biki and because of that people commonly mistaken Biki as a for profit company
11. The success of Biki creates a false perception that they are financially well-off and not local.
12. Secure Bike Share Hawaii currently process and manages the money made from Biki which goes to the maintenance of the bikes and paying off the loan
13. Within the organizational structure of Biki, there are 3 groups:

- **City and County of Honolulu:** federal grants for equipment and planning, monitors bikeshare Hawaii and permits or denies station locations.
 - **Bikeshare Hawaii (nonprofit):** manages the program “Biki”. In charge of researching and choosing dock stations in Hawaii. Handles community outreach, website, app, and the pricing of Biki. Secure grants and donations.
 - **Secure Bike Share Hawaii, LLC (private/profit):** bike maintenance, inventory
14. The environmental impact of Biki is hard to track since Bikeshare can only track where a Bike was picked up and docked, but the number of Biki riders has increased which could be traced back to number of cars off the road.

TARGET AUDIENCE – Who are we talking to? And how do they behave, relative to our product?

1A) **Oahu residents who don’t use Biki** - May not be aware of a plan that could work for them. may be indifferent about the benefits of having Biki, may live out of Biki zones or prefer to ride a car over a bike.

2A) **Businesses that support Biki** - May have a Biki stop in front of their business and see the increase in foot traffic and sales. Could possibly be considering a sponsorship package or are already a sponsor.

INSIGHTS & THOUGHT STARTERS – What are some human truths? Interesting stats? Notable product rituals?

- If deployed and managed effectively Micromobility can enable time savings, better travel experiences and reduced travel costs for people.
 - The average commute time for Honolulu county is about 29 minutes one way as of 2017¹
 - Average commute distance (one way) for Honolulu as of 2015 was 6.6 miles²
 - Gas is about \$3.50/gallon as of October 2019, average mpg is around 25³
 - Thus, on average, a Biki rider would save \$9.24 per week or \$480 per year (assuming you live and work in urban Honolulu, savings may be greater for residents outside of Honolulu)
- Micromobility has the opportunity to tackle challenges such as: congestion, emissions and air quality, uneven access to transportation
- Honolulu is one of the top-3 cities in the US with the greatest profile for Micromobility options
- Biki is only available in Hawaii, visitors sometimes think they have seen Biki in other cities
- 1 average Biki dock takes up 3 parking spots but provides transportation to 12 riders.
- Biki docks are scalable and can be made to fit the neighborhood that it is in, fitting 9 up to 56 bikes at a station.
- Biki is affordable compared to a bus pass
- Stops are offered in convenient locations around town typically around city “hubs” where both small and large businesses operated
- Bike rideshare services such a Biki reduce the number of cars on the road and reduce our carbon footprint
- Riding a bike is environmentally friendly and replaces short distance vehicle trips.
- Most riders feel positive about Biki after they use the service for the first time
- Maximizing the potential of a bike share service requires investment, analysis of road space and an understanding of local travel needs.
- As of May 2018 - Reasons to Ride:
 - 74% Fun/Recreation

- 70% to personal appointments
- 63% to dine
- 58% to shop
- 56% for exercise
- 50% to work
- 58% saved money (average savings of \$903/year)

BRAND TONE – How does the brand act, speak and walk?

Biki's brand speaks fun and healthy

Bikeshare Hawaii more informative and caring, motherly type

CAMPAIGN CALL TO ACTION:

Currently in market: "Buy a Plan" "Sign Up"

"Visit gobiki.org"

MANDATORIES – Aside from the single-minded idea, what are other "must haves" that need to be included in the messaging?

- Materials sent by Bikeshare Hawaii: Include Biki logo with the Bikeshare Hawaii logo on all collateral and sponsorship materials
- Include URL: <https://gobiki.org/>
- Specific impacts for potential Biki riders

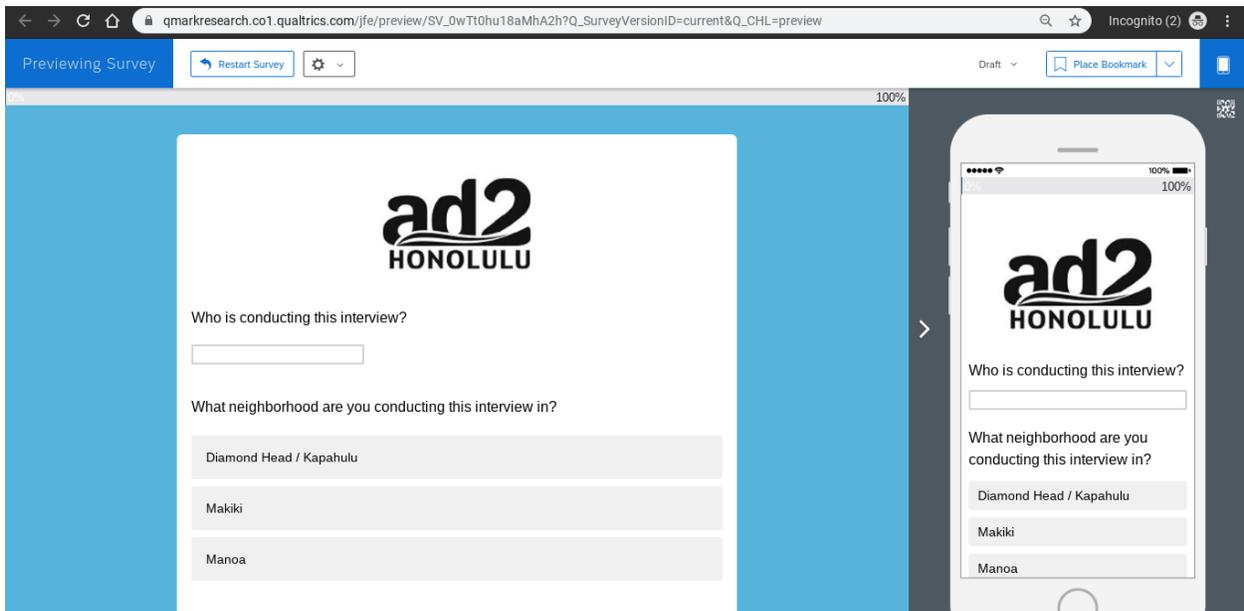
ADDITIONAL CONSIDERATIONS – What other things should Creatives know?

- Millennials today want to engage their minds as well as their hands in the service of causes. They want to directly contribute ideas and direction, especially in leadership roles.
- 90% of Millennials are motivated to give by a compelling mission, not an organization.
- Millennial donors are not committed to a single organization; they are more committed to a cause
- Millennials want situations and conditions that are worsening people's lives to be fixed, but they distrust the government to address social ills effectively.
- Traditionally, nonprofits have compartmentalized supporters into two camps: volunteers and donors/potential donors. Millennials cannot be so easily categorized.
- A resolution was passed that makes Biki pay for the public space they are occupying. Biki may be forced to remove numerous amounts of Biki stations on public property. Only 16 Biki stops are on private property with 120 located on public property.
- Bikeshare Hawaii will not see any money until the program has met a certain threshold, which is forecasted for another two years.
- The ultimate success of Micromobility will be dependent on two key steps:
 - cities having a clear understanding of where it is best positioned to offset vehicle travel
 - cities having the necessary tools to engage with and manage these services.

Exhibit 12
Market Research Training with Anthology Marketing Group



Exhibit 13
Intercept Survey



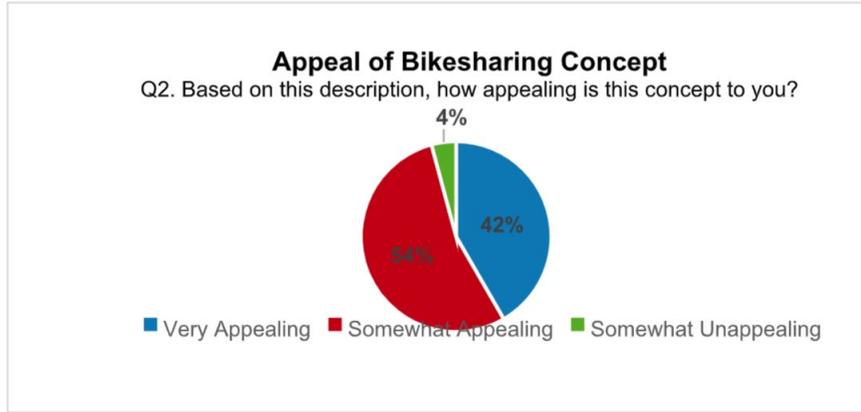
Screenshot of intercept survey on Qualtrics.



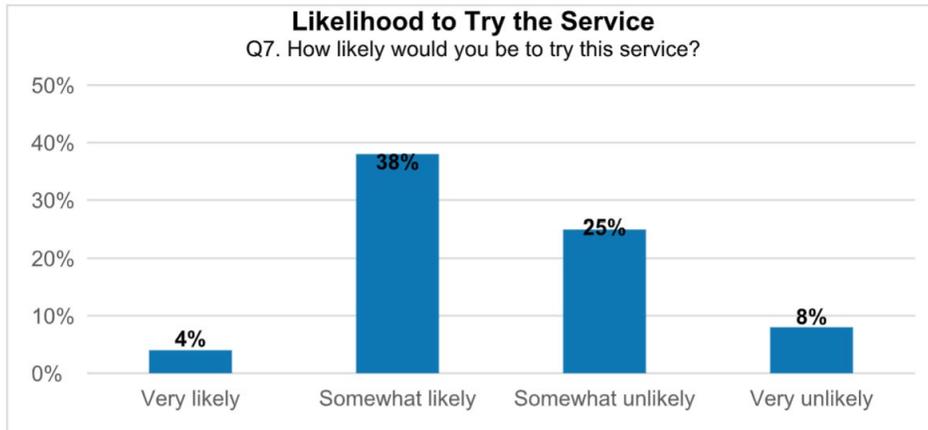
Committee members surveying people out in public.

Exhibit 14
Survey Results

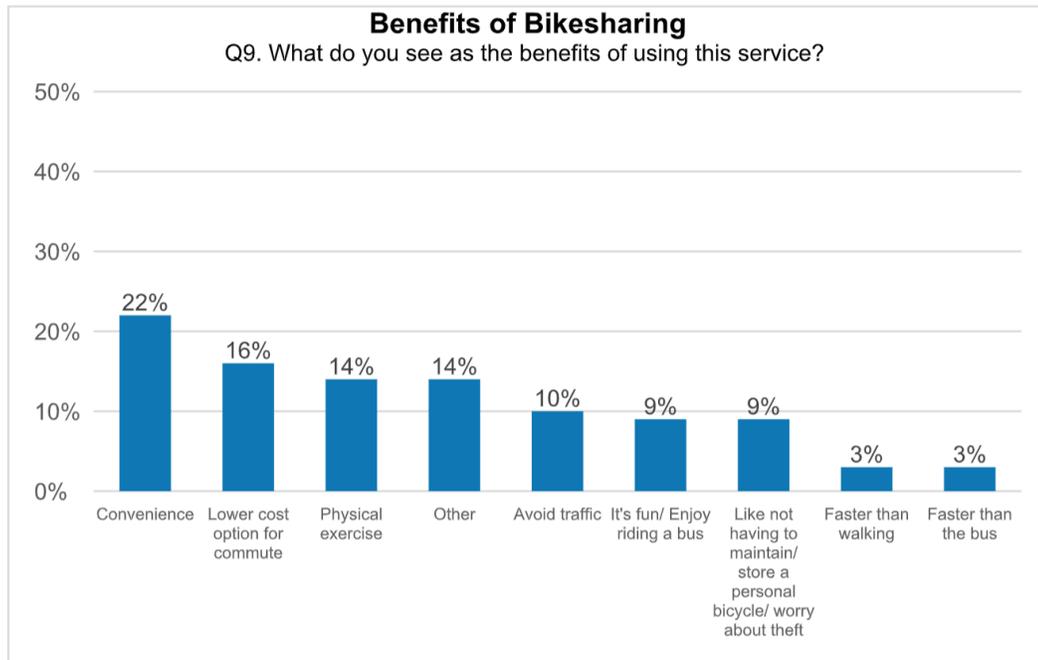
Appeal of Bikesharing



Likelihood of Trying Biki



Perceived Benefits



Of those respondents who selected “other,” they primary mentions include it being environmentally friendly, less expensive, allows for more freedom to see the city, and limits having to worry about parking.

“Environment.”

“Environmentally friendly.”

“Environmentally friendly // Don't need to pay for parking.”

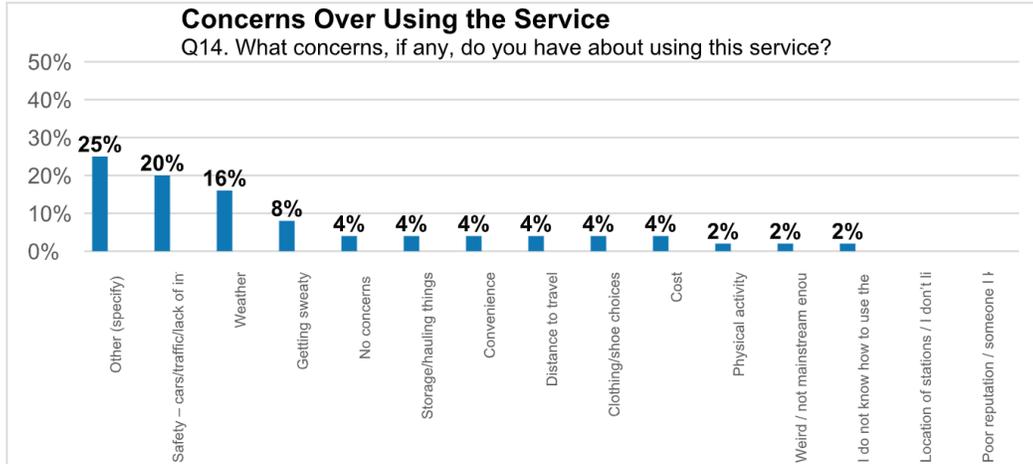
“Less pollution, more bike parking.”

“Useful when I don't have my bike with me. Increases the variety of transportation options.”

“Freedom // To sight see town when friends come to visit.”

“Don't have to worry about parking.”

Concerns and Barriers



Of the respondents who mentioned “other” concerns over using Biki, they worry that they won’t be able to find a stop or be charged for incorrectly locking the bike up. Additional concerns include feeling worried about safety, issues with using a credit card, or respondents already have their own form of transportation.

“Can't find stop.”

“Each dock should always have bikes or spaces to return your bike. I don't want to be in a rush and find out there's no bike or no space to return the bike.”

“Friend was charged \$1000 for not locking the bike up properly.”

“Having safety/emergency lights for night use.”

“Wished there was a helmet option. Bike lanes in Honolulu aren't as good. Bike culture not safe here in Hawaii compared to other places.”

“Not very visible at night, Not sure how much they sanitize.”

“Traffic.”

“I would be hesitant about using my credit card to pay.”

“Trying to get the service for myself. It doesn't accept my credit card.”

“Not good at riding.”

“I already have a car.”

“Own transportation, useless.”

Exhibit 15
Meeting with Bikeshare Hawaii's Board of Directors



Exhibit 16
Biki Television Script and Storyboard

AD2 Biki
"Biki Life"
:30 TV
Version 3.0

VIDEO

Style: Controlled gimbal or handheld, Lots of movement throughout

101 – In Kaka’ako apartment: MED of CORGI and clothes as sunlight shining through window, Corgi lying in bed as different tops get thrown onto the bed (or EARLY30s-GIRL is playing with Corgi)

102 – INS – hand EARLY30s-GIRL hits dismiss on phone alarm to open up BIKI app bike availability

103 – MCU of EARLY30s-GIRL on her phone, checking it quickly (phone in frame R) before she repositions it in frame (phone moves to frame L)

104 – CU of EARLY20s-GUY hand hitting unlock from his phone (*Downtown location)

105 – CU of EARLY50s-WOMAN at BIKI pay station, enter credit card (*TBD location)

106 – CU of EARLY30s-GIRL hand moving down to swipe BIKI card (*Kakaako location)

107 – CU of MID30s-GUY pulling BIKI out of dock By handle (L to R) (*TBD location)

108 – WIDE of EARLY20s-GUY weaving his BIKI through the QUAD/GYM outside area of University of Hawai’i at Manoa

109 – CU of bike pedals of MID30s-GUY

110 – Camera pushes toward and past EARLY30s-GUY (with distinctive backpack / back angle) riding through Chinatown street/alleyway/corridor area

111 – Camera rushes through NMG stairwell and

AUDIO

Music: Lively Music Begins After Environmental SFX Intro

SFX: Alarm on phone going off

SFX: Music begins

SFX: College ambiance

SFX: Town Noises

approaches MID30s-GUY arriving at his desk,
a CO-WORKER pushes off his desk to move
in his chair into frame from L to R, camera tracks

112 – Camera pans L to R to see MED shot of
EARLY30s-GIRL with corgi in her backpack
while riding her BIKI in Kakaako

113 – CU camera moves around EARLY30s-GIRL
face and the corgi in her backpack

114 – MED moving shot of EARLY30s-GIRL entering her
Café, carrying her corgi in one hand, and turning on
the light with the other, and flipping the door sign
To OPEN as camera pushes toward it

115 (safety) – INS shot of sign to OPEN

116 – WIDE SHOT Camera pushes toward a squad
of BIKI riders revealing the EARLY50s-WOMAN with
her friends riding through Ala Moana Beach Park

117 – MED frontal shots of 50's group enjoying
each others' company. Camera tracks wipes frame
with FG elements (R to L)

118 – INS EARLY20s-GUY hands on BIKI racing past
traffic in BG on King St (Camera Tracks R to L)

119 – MED WIDE – LATE AFTERNOON/EVENING
EARLY20s-GUY on BIKI racing past
traffic in BG on King St (Camera Tracks R to L), breaks
past the traffic waiting to turn left (On King/McCully)

120 – MED – NIGHT
EARLY30s-GIRL in BG and MID30s-GUY in FG finishing
Putting BIKI in the station (puts in bike R to L)

121 – WIDE – NIGHT
MID30s-GUY walks towards his girl to throw his hand over her
shoulder at SALT for dinner (camera rack focus from FG to BG)

Tag: Where Will You Biki?

Alternate Tag:

SUPER: BIKI LOGO OVER FINAL SHOT

Tone References:

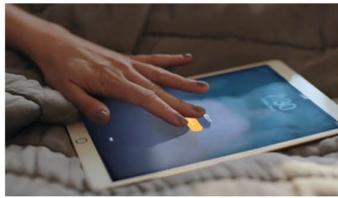
Apple On Any Given Wednesday: <https://www.youtube.com/watch?v=hh1X5Y9TgNk>

Ad 2 Biki - "Biki Life"

:30 TV | Version 4.0



101 - In Kaka'ako apartment: MED of CORGI and clothes as sunlight shining through window, Corgi lying in bed as different tops get thrown onto the bed (or EARLY30s-GIRL is playing with Corgi)



102 - INS - hand EARLY30s-GIRL hits dismiss on phone alarm to open up BIKI app bike availability



103 - MCU of EARLY30s-GIRL on her phone, checking it quickly (phone in frame R) before she repositions it in frame (phone moves to frame L)



104 - CU of EARLY20s-GUY hand hitting unlock from his phone (*Downtown location)



105 - CU of EARLY50s-WOMAN at BIKI pay station, enter credit card (*TBD location)



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Ad 2 Biki - "Biki Life"

:30 TV | Version 3.0



107 - CU of MID30s-GUY pulling BIKI out of dock by handle (L to R) (*TBD location)



108 - WIDE of EARLY20s-GUY weaving his BIKI through The QUAD/GYM outside area of University of Hawai'i at Manoa



109 - CU of bike pedals of MID30s-GUY



110 - Camera pushes toward and past EARLY30s-GUY (with distinctive backpack / back angle) riding through Chinatown street/alleyway/corridor area



111 - Camera rushes through NMG stairwell and approaches MID30s-GUY arriving at his desk, a CO-WORKER pushes off his desk to move in his chair into frame from L to R, camera tracks



112 - Camera pans L to R to see MED shot of EARLY30s-GIRL riding her BIKI in Kakaako

Ad 2 Biki - "Biki Life"

:30 TV | Version 3.0



113 – CU camera moves around EARLY30s-GIRL face



114 – MED moving shot of EARLY30s-GIRL entering Paiko, turning on the light with the other, and flipping the door sign to open as camera pushes toward it



115 (safety) – INS shot of sign to OPEN



116 – WIDE SHOT Camera pushes toward a squad of BIKI riders revealing the EARLY50s-WOMAN with her friends riding on Kalakaua Ave bike lane by Kapiolani Park



117 – MED frontal shots of 50's group enjoying each others' company. Camera tracks wipes frame with FG elements (R to L)



118 – INS EARLY20s-GUY hands on BIKI racing past traffic in BG on King St (Camera Tracks R to L)

Ad 2 Biki - "Biki Life"

:30 TV | Version 4.0



119 – MED WIDE – LATE AFTERNOON / EVENING EARLY20s-GUY on BIKI racing past traffic in BG on King St (Camera Tracks R to L), breaks past the traffic waiting to turn left (On King/McCully)



120 – MED – NIGHT EARLY30s-GIRL in BG and MID30s-GUY in FG finishing Putting BIKI in the station (puts in bike R to L)



121 – WIDE – NIGHT MID30s-GUY walks towards his girl to throw his hand over her shoulder at SALT for dinner (camera rack focus from FG to BG)

Exhibit 17
Biki Radio Script

BIKI – Radio Spot (version 2)

OPTION 1

“Where will you Biki? Anthem” :30 sec.

NOTE: This spot should read like a single monologue, spoken by many different voices to emphasize the variety of people that ride Biki.

VOICE 1: Where will you Biki? I Biki

VOICE 2 to work,

VOICE 3: to a night out with the

VOICE 4: ladies! It’s good for my health, y’know? And good

VOICE 2: For Mother Nature’s health too. Not to mention

VOICE 3: so much fun. And you’ve probably seen Biki stations

VOICE 1: all over town—talk about convenient. Plus

VOICE 3: I’m supporting a local non-profit.

VOICE 4: I can Biki without breaking the bank and there’s

VOICE 2: like a ton of different plans, so even

VOICE 3: if you live out of town, you can still

VOICE 1: Biki like a boss.

VOICE 2: Biki like a fitness fanatic.

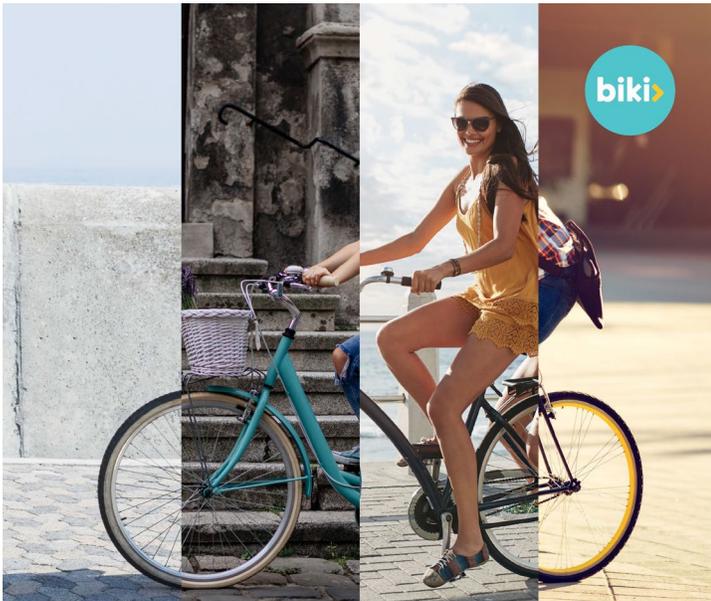
VOICE 3: Biki like a true professional.

VOICE 4: Biki because you can.

ALL: Where will you Biki?

VOICE 1: Visit gobiki.org

Exhibit 18
Biki Initial Print and Digital Concepts



**wherever
you go**

Come share a bike with us. It's affordable, healthy, green and just plain smart. Simply check out a Biki bike at any of 100 Biki Stops, ride to your destination and check it in at a nearby Biki Stop.
Where Will You Biki?

GoBiki.org



**wherever
you go**

Come share a bike with us. It's affordable, healthy, green and just plain smart. Simply check out a Biki bike at any of 100 Biki Stops, ride to your destination and check it in at a nearby Biki Stop.
Where Will You Biki?

GoBiki.org

Exhibit 19
Media Solicitation Letter

AD2 HAWAI'I

[MONTH DAY, YEAR]

Aloha [CONTACT NAME or COMPANY NAME IF N/A]

My name is [NAME], and I am reaching out to you on behalf of Ad 2 Hawaii. Ad 2 is a community of inspired, young individuals aspiring to build their career in marketing and advertising. Every year, we select a local nonprofit to develop a pro bono integrated advertising campaign. In the past, we've worked with Malama Mentors, Aloha Harvest, Re-use Hawaii, Travel2Change and more.

This year, we are working with Bikeshare Hawaii, a nonprofit that manages the Biki bikeshare program. Bikeshare Hawaii strives to provide an affordable, convenient, and recreational commute option for residents and visitors. To achieve this vision, Bikeshare Hawaii relies heavily on grants and donations from the community.

We will be incredibly grateful if you would be able to donate media space for this year's campaign. Please let us know if you are able to contribute. We understand placement will depend on availability. Our campaign is set to launch in May.

Thanks in advance for your help and support to make a positive impact in our local community.

Mahalo,

[NAME]

Ad 2 Hawaii

Exhibit 20
Casting Call

WANT TO BE ON TV?



AD 2 Honolulu is looking for background characters for a Biki video shoot! Filming will take place March 17, 18 and 19. This work is part of [AD 2's Public Service Campaign](#), which Bikeshare Hawaii was awarded in 2020. Please email kelsey@bikesharehawaii.org if you are interested!

Casting call placed in the February 2020 Biki newsletter.

Open Casting Call [View this email in your browser](#)



OPEN CASTING CALL

PUBLIC SERVICE COMMERCIAL



It's officially production time for Ad 2 Hawaii's annual public service advertising campaign and we're looking for people to be a part of our TV spot for [Bikeshare Hawaii!](#)

Available Roles & Casting Specs

1. Businessman
 - o Early to late 30s
 - o Male
2. Business Owner
 - o Early 20s to mid 30s
 - o Female
3. Older, Fit Woman
 - o Late 40s to late 50s
 - o Female
4. College Student
 - o 18 years old to late 20s
 - o Male
5. Extras
 - o A variety of people of all ages and ethnicities to be secondary characters

REQUIRED: All talent (main cast and extras) must be able and comfortable with riding a Biki bike, and be available during the day from March 17 to 19 in the Honolulu area (dates may be subject to change and exact location TBA).

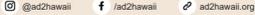
To be considered, please email the following information about yourself to Priscilla (oz11027@gmail.com) by 6 p.m. Friday, March 6.

- Name
- Phone number
- The role you would like to be considered for
- Height
- Age
- Gender
- A current, full-body photo of yourself

EMAIL YOUR SUBMISSION

Additional Information

- Non-speaking roles
- Non-union roles
- Non-paid
- No acting experience is necessary





Ad 2 Hawaii connects young marketing professionals across the state to build a network, learn vital industry skills, engage in public relations and have a little fun. If you're 32 or younger, you should join us!

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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).



Ad 2 Hawaii casting call e-blast.

Exhibit 21
Talent Screening



Exhibit 22
Radio Spot Recording



Exhibit 23
Current Campaign Value

Production	Service	Hours/Units	Vendor	Cost (Value)	Total
Market Research	Intercept Interviews	20		\$1,320.00	
	Research Design		Anthology	\$2,200.00	
	Programming		Anthology	\$1,600.00	
	Analysis / Reporting		Anthology	\$3,000.00	\$8,120.00
Radio Production	Copywriting	4	Malcolm	\$200.00	
	Recording Session	3	Pacific Music Productions	\$450.00	
	Voice Talents (x5)	15	Aimee, Gianni, Michael, Khrystyn, Priscilla	\$15,000.00	\$15,650.00
TV Production			Kinetic Productions	\$40,000.00	\$40,000.00
Print Ads			Honolulu Magazine	\$5,270.00	
			Hana Hou	\$2,500.00	
			This Week (Hele Mai)	\$2,232.00	\$10,002.00
Digital Ads	Banner Ad		Honolulu Magazine	\$2,000.00	\$2,000.00
Outdoor Ads	Mall Panels	15	Hawaii Malls	\$156,000.00	\$156,000.00
Meetings					
	Priscilla	13		\$150.00	\$1,950.00
	Khrystyn	10		\$150.00	\$1,500.00
	Analisa	9		\$150.00	\$1,350.00
	Mitchell	6		\$150.00	\$900.00
	Jasmine	3		\$150.00	\$450.00
	Lauren	2		\$150.00	\$300.00
	Rayen	2		\$150.00	\$300.00
	Philip	1		\$150.00	\$150.00
	Sierra	1		\$150.00	\$150.00
	Helen	1		\$150.00	\$150.00
	Doug	1		\$150.00	\$150.00
	Michael	1		\$150.00	\$150.00
	Chloe	1		\$150.00	\$150.00
	Roann	1		\$150.00	\$150.00
	Malcolm	1		\$150.00	\$150.00
				TOTAL	\$239,722.00