

Triobike Cargo bikes

Danish cargo bike brand, Triobike, wanted to rebrand in a playful and distinctive way.

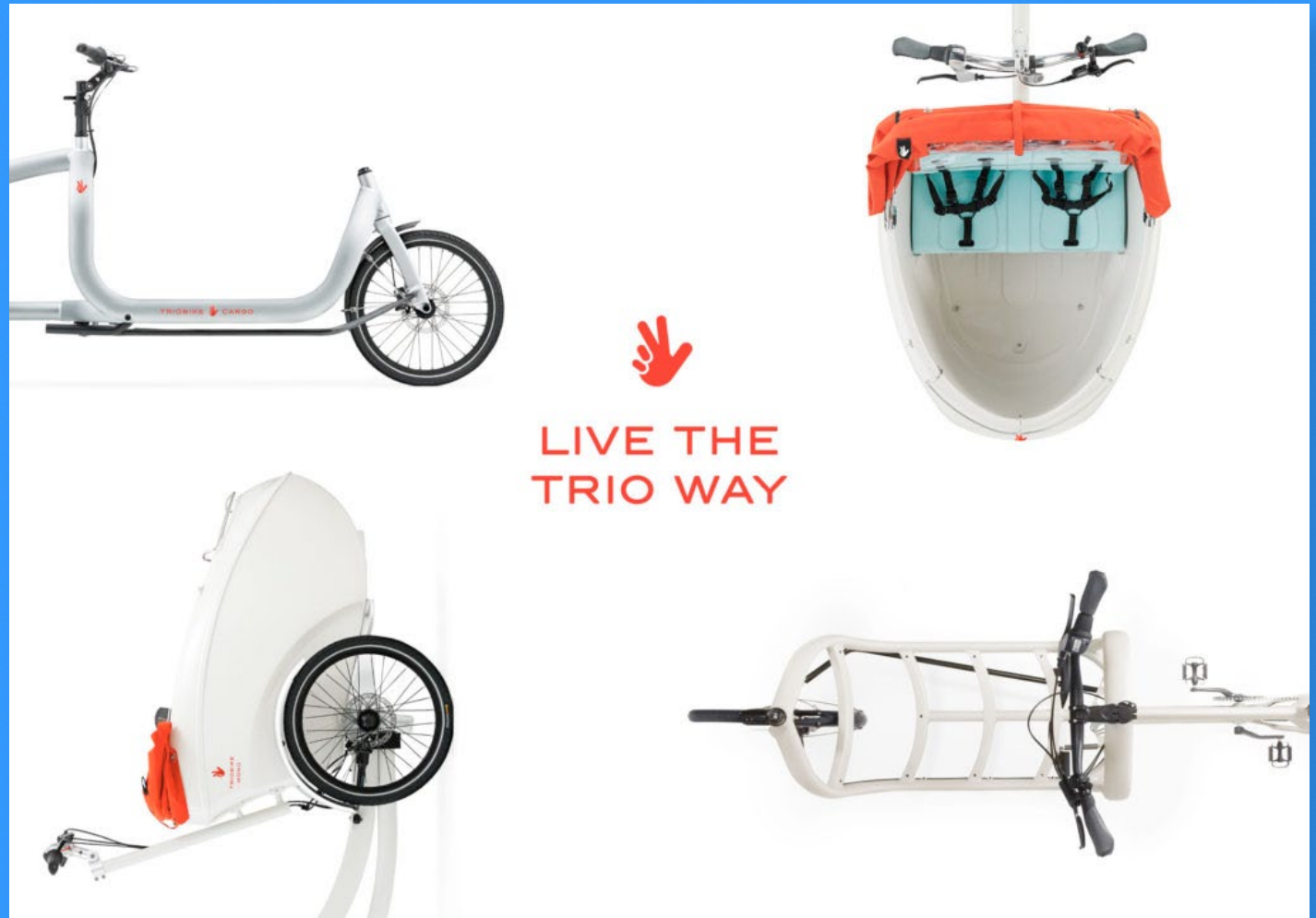
I was a brand consultant and copywriter collaborating with art directors, interns and Triobike management.



Challenge — Make Triobike stand out as a lifestyle brand, rooted in Danish design.

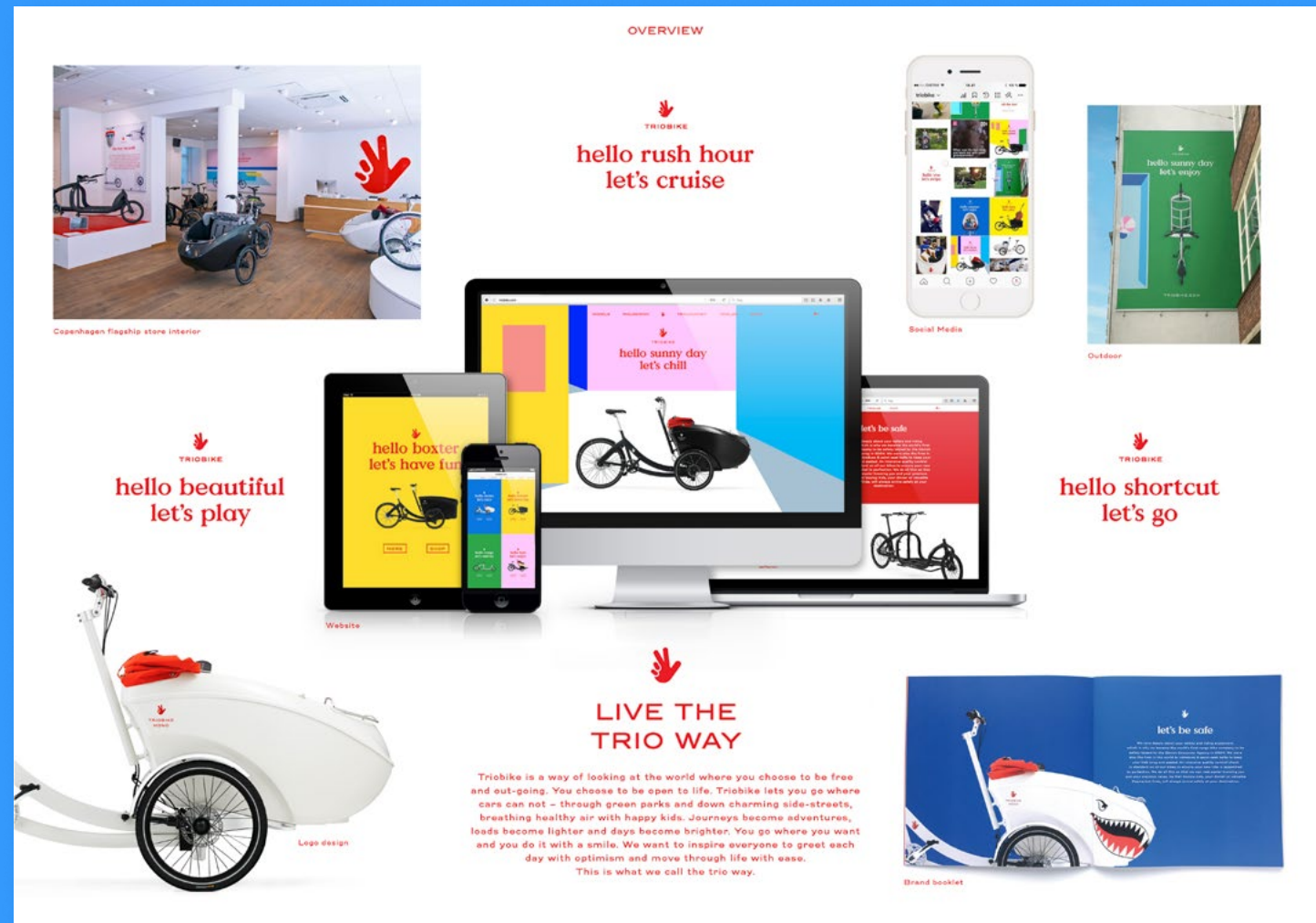
Insight — Other cargo bike brands are feature-focused and functional, lacking emotion and beauty.

Solution — A new and inviting positioning, **Live the trio way**, to expand Triobike's appeal beyond features and price.



Copy case #6 / Triobike

We created a **new visual and verbal identity** for use across all platforms. A playful, fun and energetic universe that had space for all Triobike models, as well as practical info about specs, safety, accessory options etc.



Content strategy

We packed Triobike's feed with fun ...
all the models, cycling quotes, cycling facts,
cycling etiquette, topical ideas, events,
community stories and mini campaigns
about saving the planet and more.

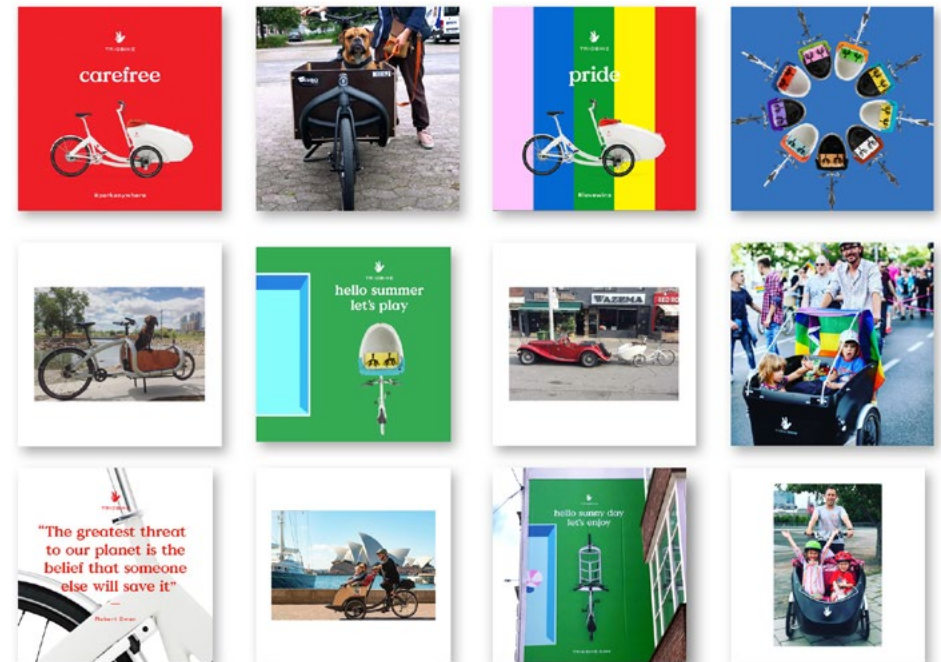


Topical illustrations (weather, events etc.) and GIFAnimations



Quotes about life and cycling

Interesting bike facts



Website

Live the trio way is connected to the brand's values with the word "way".

The way we craft

The way we innovate

The way we collaborate

The way we experiment

Triobike's practical content is expressed in a clear, but relaxed, way.

Let's test

Let's be safe

Let's explore

WRITING STYLE

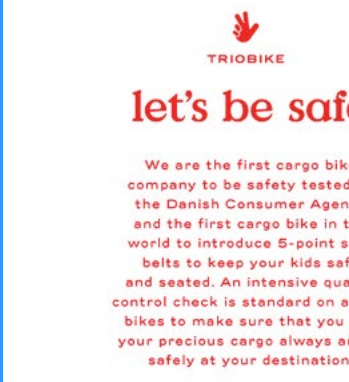


the way we innovate

Innovation projects fuel our passion and drive us forward. We're never happy with what is, we're always looking for new frontiers in urban mobility. For us, thinking big is essential. Experimentation is key. And working tirelessly to craft the tiniest of details is a given. As a testament to this, we've created the Triolab. A unique space where we play, ask questions and dream big.

the way we craft

At Triobike, we love our cargo bikes. For us, a frame is not just a frame, a seat is not just a seat ... they're invitations to challenge the status quo. Every day, we put our hearts, minds and souls into the tiniest of details to create the best cargo bikes in the world. And we'll keep doing this to make your ride lighter, safer, more fun and always stylish!



let's be safe

We are the first cargo bike company to be safety tested by the Danish Consumer Agency and the first cargo bike in the world to introduce 5-point seat belts to keep your kids safe and seated. An intensive quality control check is standard on all our bikes to make sure that you and your precious cargo always arrive safely at your destination.

the way we collaborate

We are always open to interesting collaborations with like-minded people who share our passion for city biking and new ideas in urban mobility. This is how we grow and stay inspired. Previous collaborations have been with Royal Copenhagen, Cycling Without Age, Ritzau, Calvin Klein and Bauhaus amongst others. We look forward to many more.



My copy tasks

- Brand tone of voice
- Brochure copy
- Website copy
- Content strategy
- SoMe copy
- OOH media
- In-store copy
- Editing / Proof-reading
- Presentation decks



Here's what I can write for you.

Conceptual copy

- Develop and execute advertising campaigns (digital, social and physical media), B2C/B2B

Brand copy

- Product naming
- Brand and campaign taglines
- Website / UX copywriting
- Brand platform copy
- E-mails / newsletters / press releases
- Brand ambassador / influencer guides
- White papers / annual reports
- Brochures / catalogues
- Presentation decks
- SEO optimisation
- AEO/LLM optimisation

Foundational copy *

- Brand positioning statements
- Product value propositions
- Commercial narratives
- Persona language guides
- Brand tone of voice guides
- Editorial content strategy

* I'll happily **engineer LLM prompts** for foundational language guides if they help facilitate better brand writing. Most copy is, however, still best made by lovely, feeling humans! 🥰

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I look forward to collaborating with you and making words the hero! 🙌🙌