

# Always in motion



# Brief

Spotta is a Dutch company that distributes folders and flyers, door-to-door. Spotta also has an app, in which the folders are digitally distributed. As door-to-door as an advertising medium is being perceived as “old fashioned”, media agencies don’t tend to recommend it to their clients anymore. Even though Spotta has hard results to proof that this medium still is effective in a media mix.

That is why Spotta reached out to vandenbusken to help getting the attention of media agencies. A big media agency moved office within Amsterdam and Spotta asked vandenbusken to come up with a creative idea to welcome them in their new office.

A wide-angle photograph of a busy street in Amsterdam. The street is filled with cyclists, some in the foreground and others further down the road. A tram is visible in the distance, and a red car is also present. The street is lined with buildings and streetlights. The sky is overcast. The overall scene depicts a typical day in a city where cycling is a common mode of transport.

# Strategy

**As the budget was only a few thousand euros, we had to be creative. So we got to think about Amsterdam. What would Amsterdam be without bikes? As the office was situated on the edge of Amsterdam, most employees would come to work with their car, but most people like to go into the city during their lunch break.**

That's how we created notable, purple "Spotta-bicycles", for Spotta to give as a playful housewarming gift to their client.

The approach; Spotta does not only get consumers in motion (figuratively) but their clients as well (literally)!



spotta

De Spotta leenfiets

# Results

Spotta is top of mind again  
of the account managers of  
30 advertising agencies.

