

# SPECIALIZED BICYCLE COMPONENTS

**SHABA MOHSENI**

**CONTENT PORTFOLIO**

email & video communication



# EMAIL MARKETING

THE 1974 INSIDER

COMPLETE REVAMP OF B2B  
NEWSLETTER

Upgrades in:

Design

Format

Segment

Tonality

# A weekly digest providing inspiration, updates and important business information.

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## The 1974 Insider

**SPECIALIZED**

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March 26, 2020

### In This Issue:

- Pedaling the Planet Forward
- Helmets Now Exempt From 301 Tariffs!
- Use Your Free Facebook Ad Funds
- Turbo Levo SL Availability
- Brain Technical Bulletin
- The Nation's First Bicycle Assembly & Repair Program
- Hot Off the Press

### PEDALING THE PLANET FORWARD

COVID-19 has put a strange cloud over us, but the silver lining still shines through. There are many inspiring instances of the power of the bike to heal, inspire, and serve the local transportation needs of riders across the globe. So, our goal is to deliver the good news as it comes in, as well

### A Virtual Hello From Ambassadors Across the Nation



#BikesArentCanceled—Get Outside, Safely! COVID-19 is changing the world. It's requiring us to adjust our daily routines and rethink how we connect to each other. Thankfully, bikes aren't canceled! Our 2020 Ambassador community members are keeping their spirits high and want to remind you to do the same. Get out and ride, but do it safely and within the individual responsibility to flatten the curve. Give some virtual high fives to our Specialized Ambassadors and see the special places where they ride [in our latest video](#).

### Cycling Shops Report a Bounce as People Turn to Bikes



### Because Bikes Keep Us Together



As part of USA Cycling's scrolling content feed, this article reminds us that we are a strong and diverse community that can lift each other up. Take a look at [their 3-part list of tips on how to help each other](#). Share around with your staff, riders, and community.

### TOGETHER WE WIN

**Helmets Now Exempt From 301 Tariffs! Your Actions Made the Difference**



### Bike Shops Are Essential



Last week we sent out [this resource document](#) with talking points for you to use in your efforts to gain designation as an essential business amid a COVID-19 shutdown in your city/county. Please continue to refer to it and share as needed. Since then, much progress has been made in states including New York, California, Pennsylvania and Illinois. Let's keep it going.

Related to this, Bicycling Magazine gives a snapshot of cities around the nation and world that are declaring the bike shop as the obvious staple in the community that it is. [Read more here](#).

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# The 1974 Insider

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March 5, 2020

## In This Issue:

- Specialized Demo Tour
- New Trail Ambassadors Promoboxx Campaign
- Updated: 90-Day Marketing Calendar
- Turbo Levo Helps Fight Fires
- Hot Off the Press

## INNOVATE OR DIE Firefighters Use Turbo Levos to Assess Fire Danger



The recent dry weather across California has officials worried that fire season could be just weeks away. Firefighters in one Bay Area community have spent the off-season preparing and trying out a new tool, high tech bikes to survey rugged terrain.

*"We don't have the resources . . . to go and cut down everything. So [e-bikes] allow us to make targeted use of our available resources."*  
- Fire Chief Dave Winnacker

[Listen to the full story from KOED here.](#)

## THE RIDER IS BOSS Specialized Demo Tour



The Specialized Demo tour rallies the country to get curious riders an on-board experience of the newest Specialized mountain bikes and e-MTBs. Vital caught up with Specialized Brand Developers, Jared and Tanner, at SkyPark Bike Park in the mountains of southern California to get a glimpse of what it takes to make the Demo Tour roll smoothly. [Watch the video on Vital MTB.](#)

Check out the full [Demo Tour Schedule for 2020](#) to see when we'll be at a trail near you!

## #IAMSPECIALIZED New Trail Shares From Specialized Ambassadors



## HOT OFF THE PRESS



### Vital MTB

[Have you ever been so excited by something that you just had to start dancing?](#)



### Cycling Weekly

[Specialized rolls out Mimic tech to more women's saddles](#)

### BikeRadar

[Specialized Roubaix Comp UDj2 \(2020\) review](#)



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## The 1974 Insider

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February 20, 2020

### In This Issue:

- Langvad and Risveds Team up for Cape Epic
- New Saddles Just Dropped
- Recon Family Coming Soon
- Hot Off the Press

**TOGETHER WE WIN**  
Langvad and Rissveds: Unlocking a Bigger Purpose Through Racing

### HOT OFF THE PRESS



#### Cycle Volta

[Specialized Turbo Vado 3.0 Ebike Review](#)

"...buttery smooth assist so quiet it couldn't mask a mouse fart."



#### BikeRadar

[Specialized expands Mimic women's saddle range with Romin Evo and Phenom Evo](#)

### TOGETHER WE WIN

Langvad and Rissveds: Unlocking a Bigger Purpose Through Racing



Annika Langvad and Jenny Rissveds have quite different career journeys but share volumes when it comes to building meaning behind their purpose as athletes. The two mountain bike legends have come together to race Cape Epic, but really that's just one part of the story.

[Check out this Q&A](#) about how this kick-ass duo is bringing exciting meaning to an already goose-bump filled race.

### PRODUCT INTRO

New Saddles Are Here!



Phenom w/ MIMIC



Romin EVO w/ MIMIC



Power Expert 130mm



S-Works Phenom

Say goodbye to saddle pain with MIMIC technology, now available on Phenom and Romin EVO saddles. The multi-layer cushioning system molded into the saddle prevents overly high pressure on soft tissue, so you can do longer rides with more comfort.

We also introduced the popular Power Expert in a narrower 130mm width along with an all-new S-Works Phenom for 2020. Now on the [B2B](#).

- 27220-330X Phenom W/Mimic Comp
- 27220-300X Phenom W/Mimic Expert
- 27120-630X Romin Evo
- 27120-620X Romin Evo W/Mimic Expert
- 27120-1500 Power Expert Saddle 130mm
- 27220-2005 SW Phenom

[Click here to view](#)

[email](#)

# EMAIL MARKETING

RIDER-FACING

## FIRST RIDER-FACING EMAIL PROGRAM

Funneling demo participants  
to point-of-sale at local retailers.



Hi << Test First Name >>!

Thanks for joining us at Outerbike in Bentonville this last weekend! Thought we'd return the favor and stop by your inbox doorstep to see if you're up for another ride with us soon.

Welcome to the wide world of Specialized, where bike stoke of all kinds is designed and engineered on the daily by riders, for riders.

Here are just some of the things that our family members are up to these days—check it out and let's keep that good buzz going:



Fanie Kok – the Man Behind Specialized's Soil Searching



Electric Bikes Enter World Championships for the First

Program



[Turbo Kenevo x Anneke Beerten](#)

Introducing the all-new [Turbo Kenevo](#)—the thing just rips.

Time



For the first time in his illustrious career, [Loic Bruni](#) won the DHI overall World Cup [Title](#).

What's *your* next bike story?

See you out there,



Looking for the right shop for your next purchase? [Check here](#) for Specialized retailer stores near you.

**OUTRIDE**

We believe that bikes have the power to change lives.

# STORYTELLING

THE 1974 INSIDER

WRITING, COPY-WRITING & EDITING



# ALISON TETRICK'S RECIPE FOR A BAD-A\$\$ BIKE PARTY

Every day is a reason to celebrate, and what better way than a good old-fashioned bike party? You know, that kind of ride that delivers pure stoke and reminds you how vivid life can be?

Dinner parties are passé. You don't have to make a casserole or a dip to get a pass to this party. You just need yourself, your bike, and your party bibs. I mean, do casseroles even know how to half-wheel or send it?



[Click image to read](#)

[article <<<](#)

We all know a good recipe is the key to success of any party. But what about a bike party? When it comes to planning one, think of it like a chicken pot pie, but with your favorite hot sauce on top. It's a confetti pile of sweet and savory goodness wrapped up in the finest flakiest puff pastry.



*SPECIALIZED*



[Click image to read](#)

[article <<<](#)





# We All Belong on Bikes

Words: Sara Wainer // Photos: Jay Melena

**“You’re here because you belong here,”** proclaimed Tenzin ‘Nam’ Namdol during her welcome speech at the annual WTF Bikexplorers Summit that was held in Vernonia, Oregon back in August. Such a simple but important reminder, and a genuine rally cry that has drawn in many who often feel excluded from mainstream cycling culture.

Nam’s words continued to ring true on a mid-October morning when a group of ten people who identify as women, transgender, femme, or non-binary gathered at a parking garage in downtown Monterey, California to embark on a four-day long, self-supported bike-packing trip.



[Click image to read](#)

[article <<<](#)



*SPECIALIZED*

## Bora – hansgrohe Visits Specialized HQ



[Click image to read  
article <<<](#)



# I'll Meet You at Cape Epic

Langvad and Rissveds: unlocking a bigger purpose through racing

*Annika Langvad and Jenny Rissveds have quite different career journeys but share volumes when it comes to building meaning behind their purpose as athletes. The two mountain bike legends have come together to race Cape Epic, but really that's just one part of the story.*



**Q: The Langvad-Rissveds duo will be a force to be reckoned with. What are you most excited about this year regarding your partnership?**

AL: I was looking at my 2020 race calendar and was considering whether to do Cape Epic or not. I was asking myself; what would make me really excited and motivated to do this race? Having seen Jenny returning to racing in 2019 and having a few chats with her I instantly thought; racing with her would make me very excited. I had a feeling, that we would have a lot of thoughts and ideas to share and getting to explore this new partnership is what makes me the most excited.

JR: To be able to spend time with Annika in a way that I wouldn't have otherwise. I am very much looking forward to sharing both experiences and possible knowledge...

**Q: You will be riding as Team 31: Outride. Outride aims to get more youth on bikes and improve their emotional, social and cognitive health through cycling. Tell us about Outride's importance to you and how does it connect to your own journey in cycling?**

[Click image to read](#)

[article <<<](#)



# CORPORATE RELATIONS

**FEATURING OUTRIDE**

DEVELOPED SUMMARY DOCUMENTS  
AND FACT SHEETS FOR  
NON-PROFIT ORGANIZATION OUTRIDE

Simplified the explanation  
of company's non-profit organization  
to retailers, riders and  
potential corporate partners.

## OUTRIDE FACT SHEET & 2019 IMPACT REPORT

### Outride is improving youth health and well-being around the nation through bicycles

OUTRIDE is a 501c3 nonprofit organization setting out to prove that cycling benefits your brain. With a specific focus on middle school aged youth, Outride focuses on improving social, emotional, and cognitive health by implementing evidence-based cycling interventions.

#### What is the inspiration behind Outride?

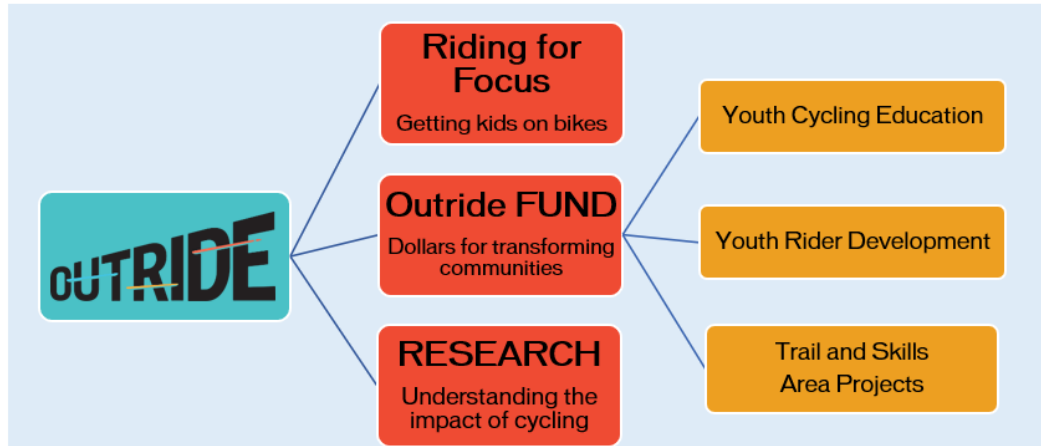
It all started in 2012 with a partnership with RTSG Neuroscience Consultants to investigate how riding could become an important part of a comprehensive therapy program for kids with ADHD. The project examined cognitive, emotional, and social changes, as well as balance and physical changes before, during, and after the program. The results showed that after the kids started riding, the experience positively altered brain activity, increased attention spans, boosted moods, and improved fitness and BMI. Inspired by the promising results from the pilot program, Mike Sinyard, Founder and CEO of Specialized Bicycle Components, created the Specialized Foundation in 2014 - now Outride.

#### When was Outride founded?

The foundation was originally founded in 2014 and named The Specialized Foundation. The organization grew and wanted to expand its reach and impact. In July 2019, the organization rebranded into Outride with an online presence at [www.outridebike.org](http://www.outridebike.org).

#### How is the OUTRIDE ORGANIZATION set up?

Outride has three pillars - The Riding for Focus Program, The Outride Fund, and Research.



## OUTRIDE FACT SHEET & 2019 IMPACT REPORT

Additionally, the program explores and tracks how cycling can positively affect student learning, health, and socio-emotional well-being with a focus for those with learning differences.

#### By the numbers:

More than **33,000** students took part in the Riding for Focus program this year  
**\$905,000** awarded in grants in 2019  
**41** schools activated in the United States (38) and Canada (3)

#### OUTRIDE FUND:

The Outride Fund empowers local communities to launch a variety of youth cycling programs through grass-roots fundraising using matched funding. Communities apply under three different areas: youth cycling education in schools, youth rider development through local race teams, and trail & skills area projects that improve youth access to cycling.

#### By the numbers:

**\$290,000** in matching grants awarded  
**30** programs in the United States  
**17** states (AR, CA, CO, FL, ID, IL, ME, NC, NH, NJ, NM, NY, OK, SC, TN, UT, WI)

#### RESEARCH:

Outride research began with a keen interest to understand how cycling impacts how children can learn and focus in the classroom. Currently, Outride has three different areas of research. **Applied research** investigates how our Riding for Focus program impacts middle school kids on a day-to-day basis. The **institutional research** includes projects we are funding at academic institutions such as Stanford or the University of Georgia. And, lastly, **supplementary research** allows for research organizations or institutions to utilize materials and resources from our Riding for Focus programs in their own projects.

In the next five years Outride intends to expand our research to include studies looking into different ages, different neurological benefits from exercise, and other ways cycling can benefit all individuals throughout the lifetime.

#### By the numbers:

**90%** of our teachers reported improvements in students' behavior, confidence, and physical health

# VIDEO PRODUCTION

WITH CINEBODY PLATFORM

## INTRODUCED NEW USER-GENERATED CONTENT PLATFORM

Cinebody - an app that unlocks  
virtual video briefing,  
creation & broadcasting,  
empowering the production  
of genuine impactful content  
quickly and economically



**Introducing the  
Specialized 2020  
Ambassadors**

*Click on image to watch video on  
Vimeo*

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**“Master’s Class”  
video series:  
Ep. 1: Specialized Retailer  
Cognition Cyclery**

Click on image to download/watch



0:30 / 2:38





# VIDEO PRODUCTION

CREATIVE DIRECTION

## CO-CREATION OF BRIEFS

Highlighting stories of  
bike shops as backbone  
of the community  
and bikes have the power to  
transform lives

# “Support your Local Bike Shop”

*Click on image to watch video on YouTube*



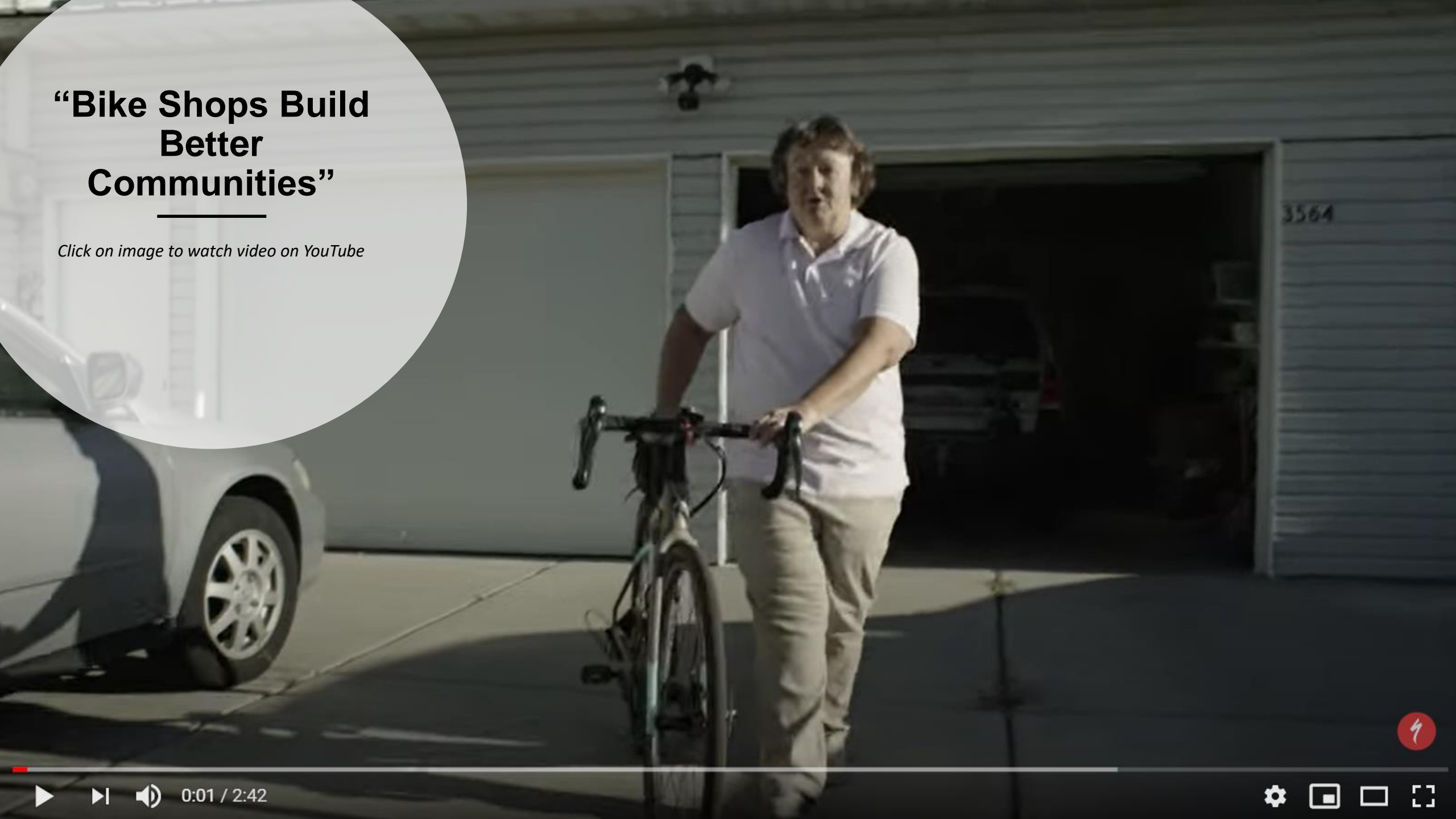
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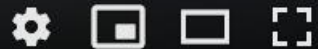


# “Bike Shops Build Better Communities”

*Click on image to watch video on YouTube*



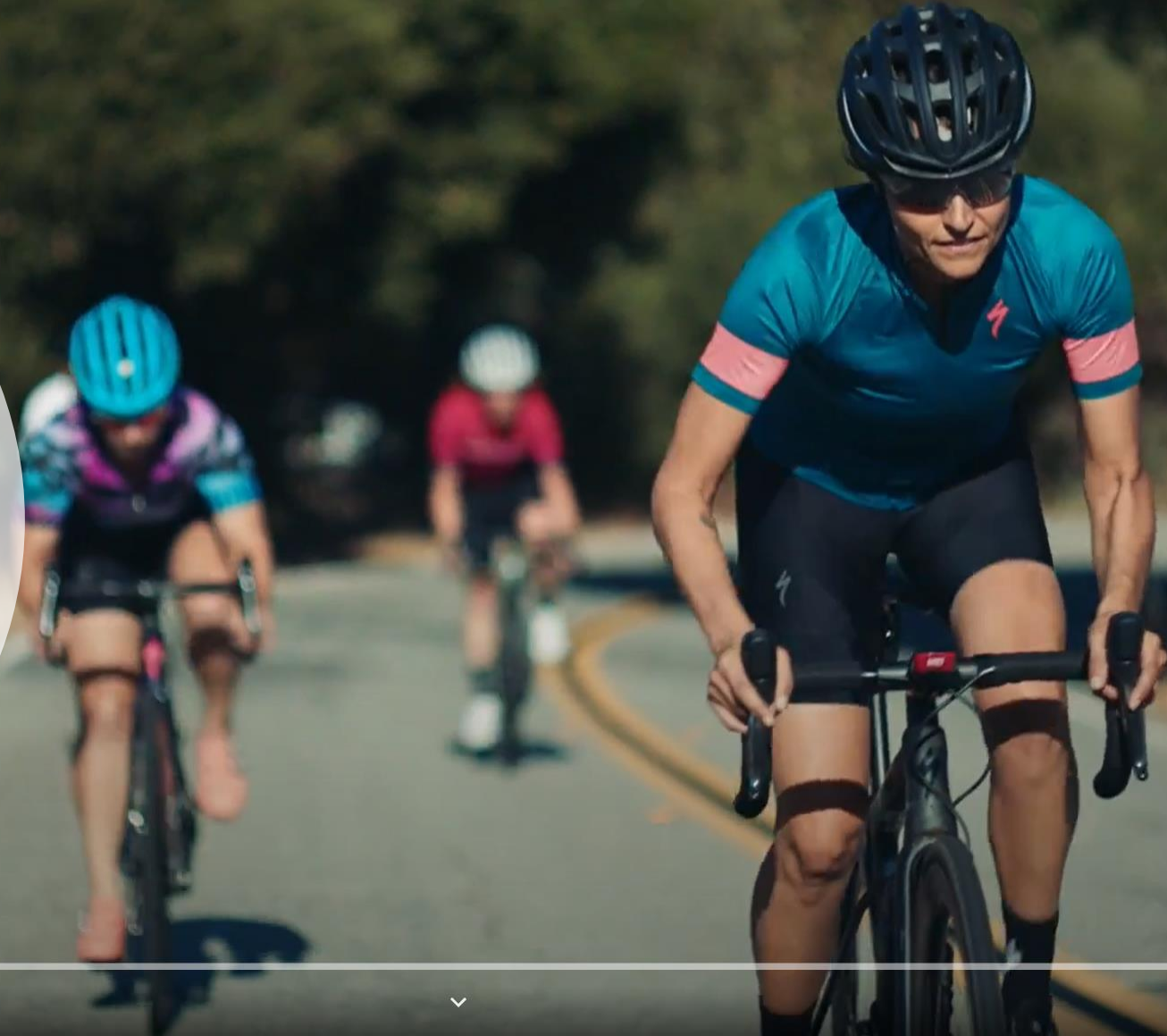
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# “LinkedIn #InItTogether Video Series partnership”

*Click on image to watch video on YouTube*



# PHOTO CREATIVES

DEVELOPED KEY VISUALS & COPY  
FOR CORPORATE PARTNERSHIPS AND  
COMPANY PURPOSE



***Bikes have the power to change lives.***

They have the power to transform us into better versions of ourselves.

They also unlock some serious fun. There's magic in the way the bike empowers us to be ourselves, to be playful, and let our true colors fly.



***Here at Specialized***

we believe that everyone should have the opportunity to experience this unique two-wheeled bliss, and channel their true expression.

That's why we're proud to sponsor and partner with WTF Bikexplorers in their worldwide effort to break down barriers into the sport we all love.

