

Santander (&) Cycles

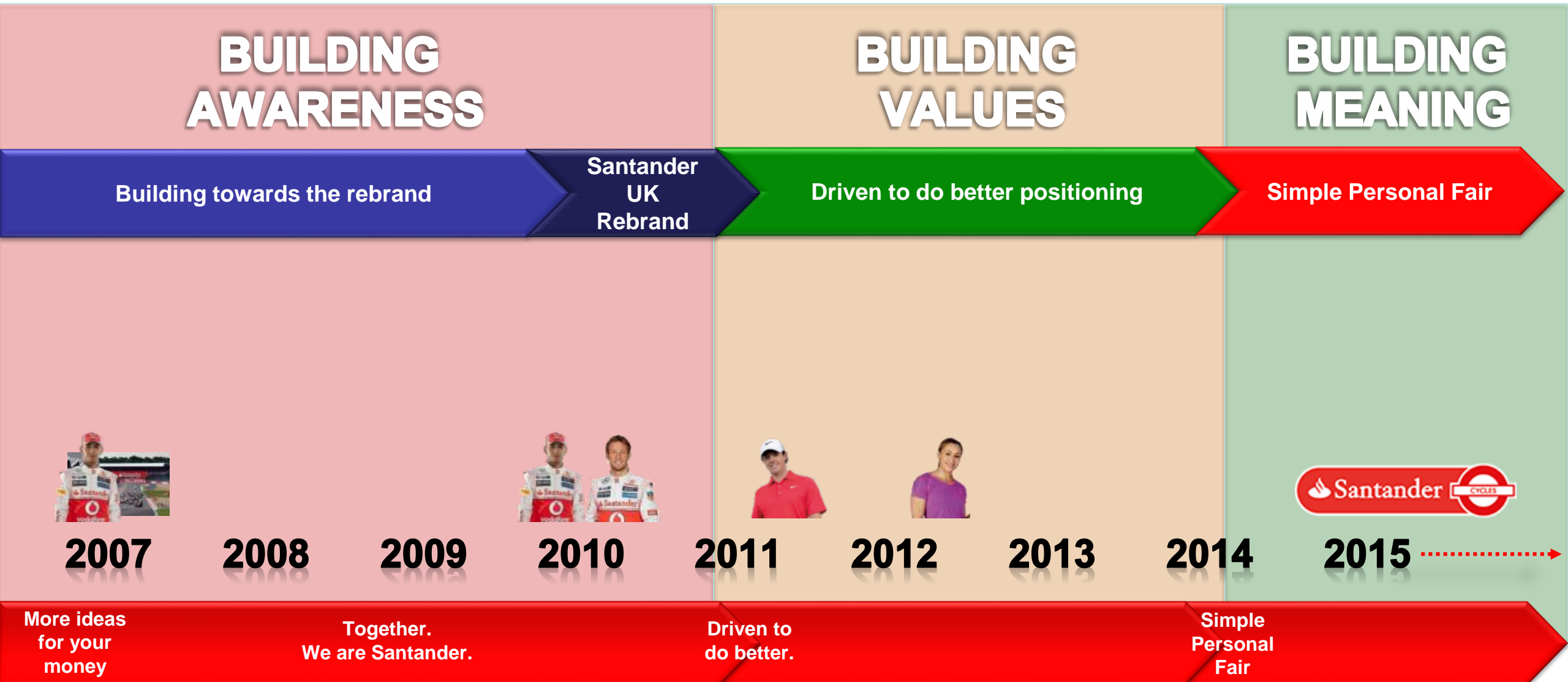
The business view on bike share



Simple Personal Fair
What a bank should be



We are in the third phase of our sponsorship journey in the UK.



We have a clear purpose that guides all that we do, within banking and beyond.

Simple Personal Fair

What a bank should be



Service

Products

Experiences

to help
people &
businesses
prosper

Simple Personal Fair

In Action



CSR

Community

Sponsorship

A new **red** icon for
London from
February 27th 2015





Brand Visibility



Profile



Engagement



Active Partnership *not* Passive Sponsorship

“We know that a cycle hire scheme provides mobility to more people so they can embrace the opportunities around them that could shape their future. And it does it in an accessible, healthy and socially responsible way.”

Nathan Bostock, CEO, Santander UK



It is about working as one team, with a consistent message...



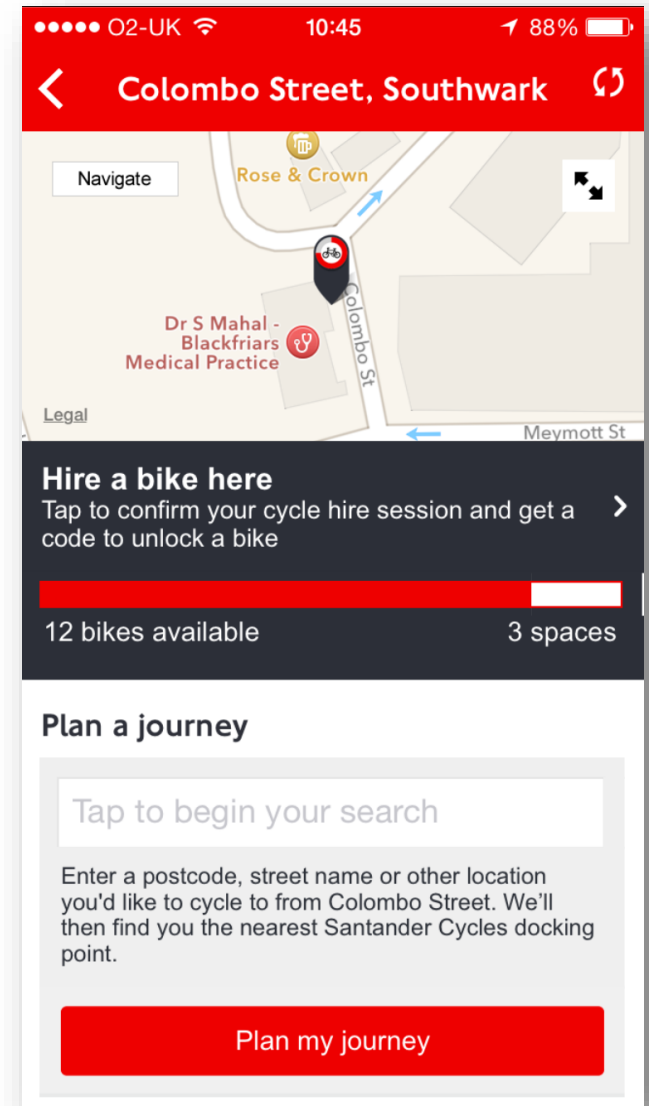
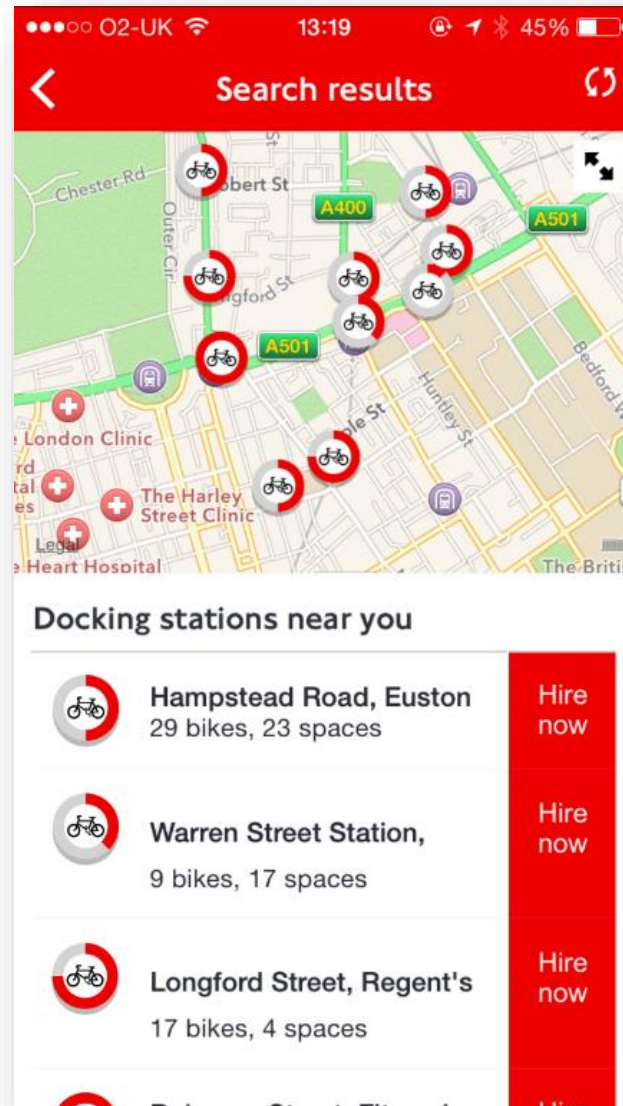
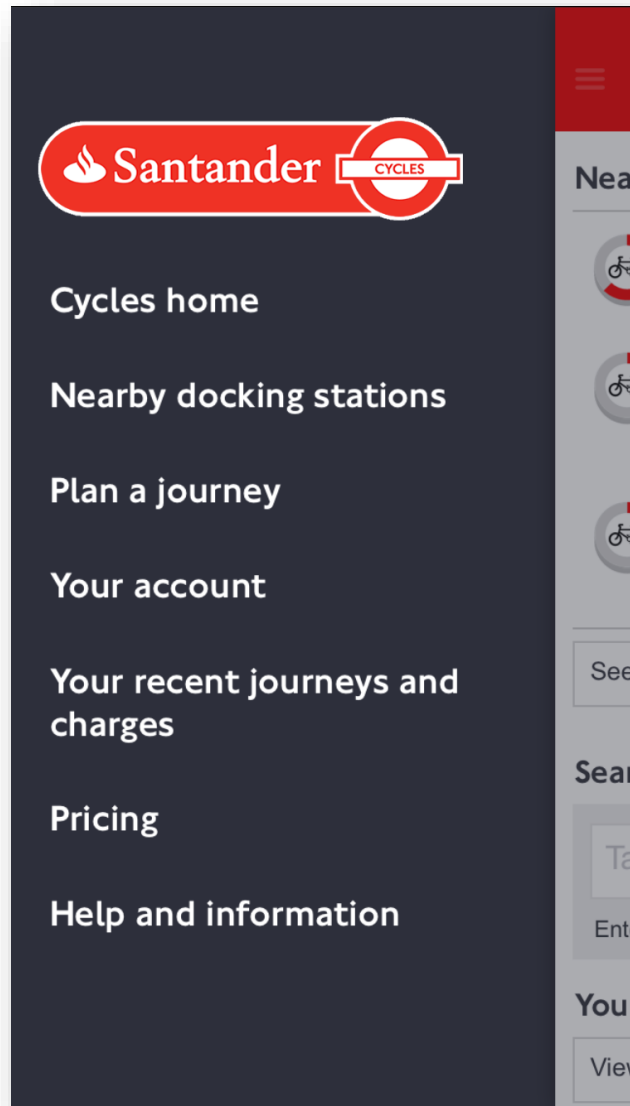
... It is about helping the community feel a sense of ownership...



- 6 x designs
- Each feature an historic and a modern landmark of London
- Invoking pride amongst Londoners for their city, their scheme
- Released one by one, week by week
- Competition for people to find each design and share it using #SantanderCycles



... It is about a shared vision for helping enhance the experience...



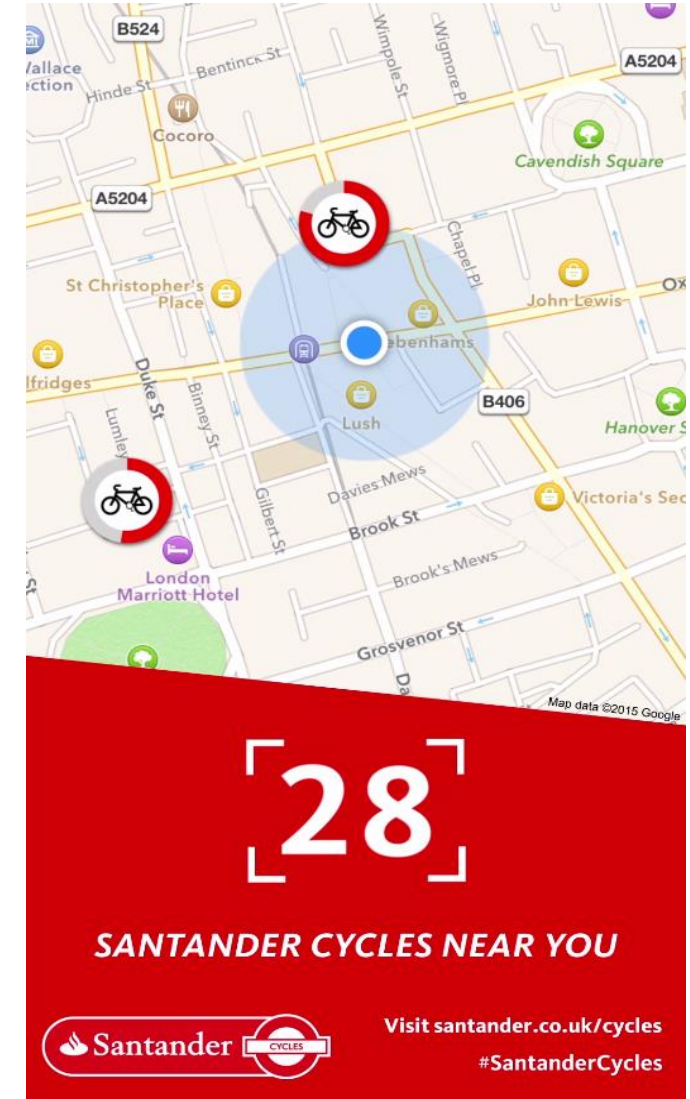
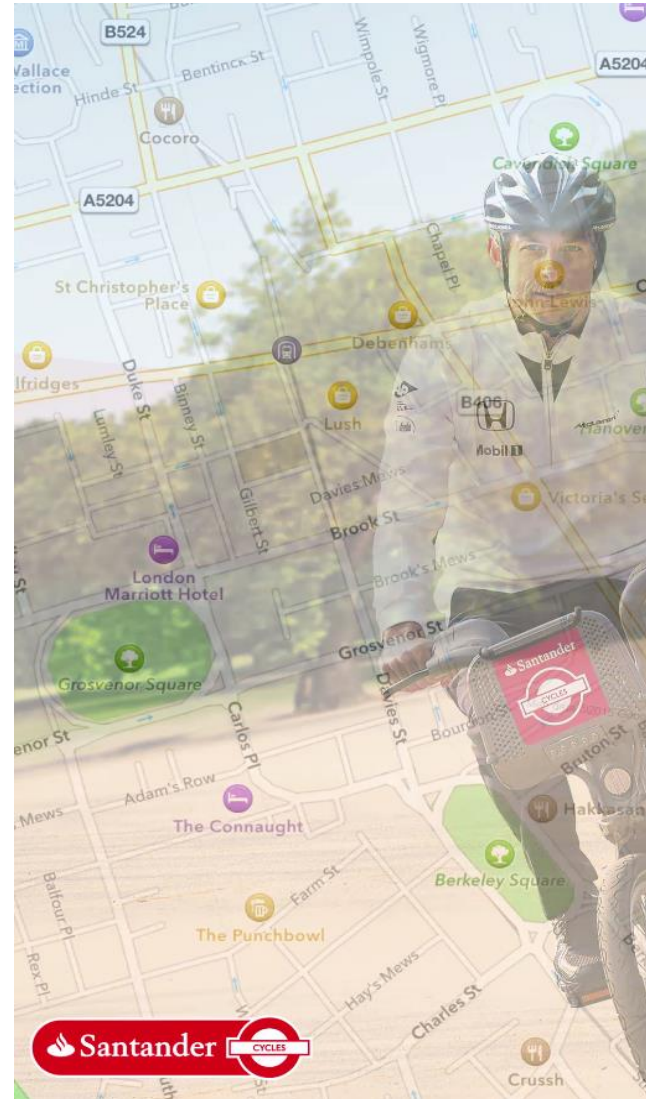
... and recognising that diverting 'marketing' funds to infrastructure development can be just as valuable in telling the story.



It is about going beyond the functional to excite and inspire.



It is about prompting people about how they can benefit in a relevant way...



... and getting out on street to engage and support.



Santander Cycles 
@SantanderCycles



We have Pop-up Hubs in Central London to leave your bikes or check our [#SantanderCycles](#) App for your nearest bike

Santander Cycles Pop-up Hubs

Working with TfL, to provide additional bikes during tube strikes making it easier for everyone to get around. Staffed pop-up hubs with hundreds of extra bikes will be available at these locations to both dock and pick up cycles throughout the day.

Key:

- 1 Abbey Orchard Street SW1P 3JP
- 2 Waterloo Place SW1E 5LR
- 3 Concert Hall Approach SE1 8BZ
- 4 Waterloo SE1 8SW
- 5 Soho Square W1D 3QP
- 6 Chapel Place W1G 0BA
- 7 Finsbury Square EC2M 7PL
- 8 Belgrave Street W1D 4AE
- 9 Newgate Street EC1A 1HD
- 10 Shoreditch Street EC2A 4TR
- 11 Houghton Street VIC 2H 4BB



06/08/2015 12:31

It is about the right partnerships to tell the right story...



#MOCYCLE
Get cycling for
Movember

1 Spot a #MoCycle

2 Snap, upload and share using #MoCycle

3 Santander will make a donation to the **Movember Foundation**

... and making the offer appealing.



But don't forget it is also supposed to be fun.





Next stop Milton Keynes...

Thank you

Simple Personal Fair | What a bank should be

