

MANGO CASE STUDY 'NO FLUFF'

It's not Boring. Pinky promise.

2020

**MELLOR
& SMITH**

mango 

The challenge

Cyclists. They're not all Lycra-clad. They don't all get up at the crack of dawn on a Sunday, and they definitely don't all wear 'team jerseys'.

All they want from a steed with wheels is something that gets them from A to B, something that's reliable and something that looks cool as a cucumber.

In 2019, sales of Mango bikes were going well, but they hadn't advertised before and they needed something that would **GO OFF**.

So our challenge: selling bikes to non-cyclists.





How to light a fire?

We have two services at Mellor&Smith:

01/ *The Fiery Halo*

For brands who aren't currently advertising but know that they need to do something.

02/ *The Burn Brighter*

For household names who've been advertising for years, but need a new independent firestarter spirit.

Mango had a following already; they were popular and sales were going well. But they had a few competitors and they wanted to show the world that they were better (yes, we're biased). In short they knew they needed some rocket fuel.

Mango chose a Fiery Halo

We wanted to show you *can* customise an entire bike and stamp your personality on it

We wanted to make those rainbow bikes fly out the door of the warehouse.

For ten weeks in Summer 2020, we ran an integrated campaign; outdoor sites and some national press to create the fame building halo, alongside performance orientated digital, social media and search.

Ensuring each part of the funnel was in perfect harmony, the campaign was a finely tuned engine.



Our idea. No fluff, no bullshit and no nonsense. Just colourful bikes

None cyclists aren't interested in the waffle, the jargon and the BS thrown at them by the big bike brands. If anything it turns them off ever more.

We wanted to tickle the public, with the opposite of what they'd expect from a bike brand. Bright, brash and bold. We agonised in making everything different to the status quo... even down to showing the bike in vertical rather than horizontal.

Andrew Hassard, Mango's CEO, said: *"We believe the best way to get our customers online is by entertaining them offline. And we'll always try to deliver it with a twinkle in the eye."* Music to our advertising ears.



mango



NO FLUFF, JUST BIKES. COLOURFUL BIKES.

OVER 6 MILLION
COMBINATIONS AT
[MANGOBIKES.COM](https://www.mangobikes.com)

Results? Let's ride that success storm.

Pandemic, schmandemic. We used it to our advantage:

Bike sales up by 135% in 2020

210% increase in visits to the website

£1.24m increased sales in London

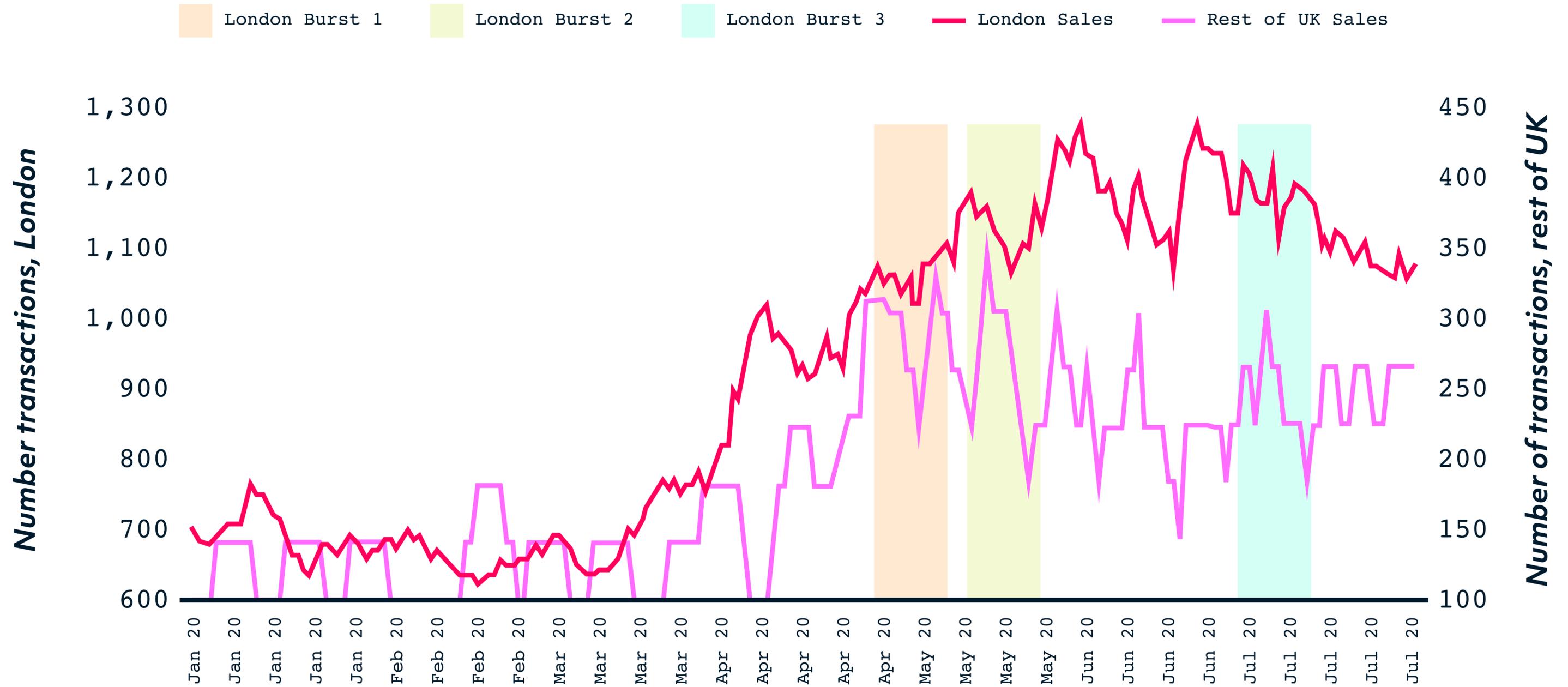
After the campaign, they had sold every. goddamn. bike.

We had increased their sales, their staff headcount and their notoriety. Were they happy? Well we're now busy building them a new website to help deal with their mountain of enquiries.

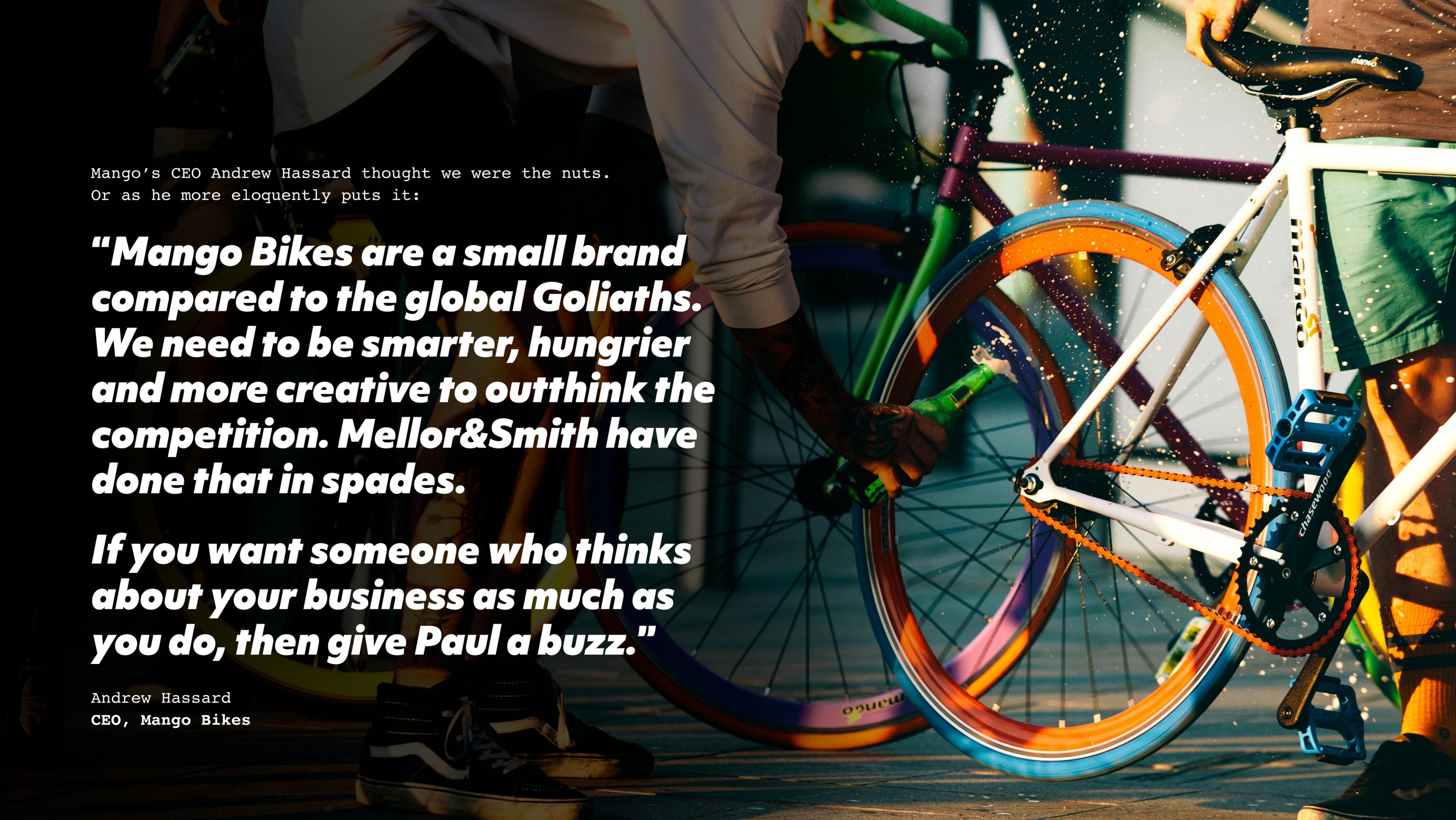
Mellor&Smith. *Making brands burn brighter than ever before.*

Transaction by Region, 7 day rolling average

Results independently verified by media analytics firm, Bright Blue



**London sales increased by 3.1k bikes compared to rest of UK.
Resulting in £1.24m increased sales in London.**

A person is cleaning a colorful Mango bicycle with a spray bottle. The bicycle has a white frame with 'MANGO' written vertically on the down tube. The wheels have colorful rims in shades of blue, orange, and purple. The person is wearing a white long-sleeved shirt and dark pants. The background is a blurred outdoor setting with a fence and some foliage. The overall scene is brightly lit, suggesting a sunny day.

Mango's CEO Andrew Hassard thought we were the nuts.
Or as he more eloquently puts it:

***“Mango Bikes are a small brand compared to the global Goliaths. We need to be smarter, hungrier and more creative to outthink the competition. Mellor&Smith have done that in spades.*”**

If you want someone who thinks about your business as much as you do, then give Paul a buzz.”

Andrew Hassard
CEO, Mango Bikes

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Come start a Fire with us

London, HQ

16 Great Chapel
St Soho
London
W1F 8FL

Switzerland

12 Rue Le-Corbusier
1208
Geneve
Switzerland

France

66 Rue Noblemaire
Talloires
74290
France

London bat-phone

+44 (0)203 633 2153

Send humorous GIFs to

magic@mellorandsmith.com