



# Case Study Ride-On® Cable Systems

Friction causes awareness

## The challenge

RideOn® Cables are cable systems for bicycles from W. L. Gore & Associates, manufacturers of GORE-TEX® and WINDSTOPPER®. FEUER was asked to explain in an international campaign the uniqueness of the product, which is due to the RideOn® coating technology – a guarantee for smooth and frictionless gear changing and braking.

## The strategy

A frictionless bicycle cable is a wonderful thing. But when it comes down to communication, the opposite is true. For in this specific advertising environment, friction causes high awareness. Since here there are more than enough bicycles and equipment around.

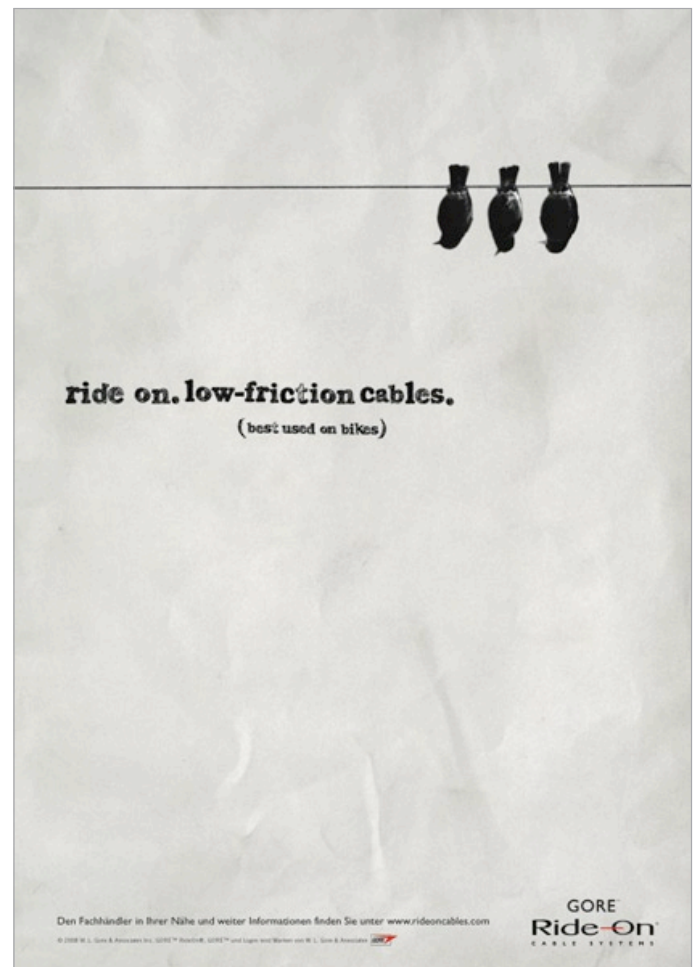
## The idea

The campaign shows the product's advantages in situations untypical for bikers.


## The success

With this campaign, RideOn® got the promised awareness. And thus became highly successful, above all in the US.


## The campaign



**ride on. low-friction cables.**  
(best used on bikes)



Den Fachhändler in Ihrer Nähe und weiter Informationen finden Sie unter [www.rideoncables.com](http://www.rideoncables.com)

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**Ride-On**  
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