

MARY EMBRY, DIRECTOR OF PLANNING

COPENHAGENIZE CONSULTING



BLOGS & SOCIAL MEDIA

- TELLING STORIES**
- IN TEXT, IMAGES, FILM**



**"THE PHOTO THAT
LAUNCHED A MILLION
BICYCLES"**

14112006

IDEA

-FLICKR

-TRIGGERED A SERIES

-POSITIVE FEEDBACK

-BLOG IN 2007 – 'GALLERY'

-100 READERS A DAY WITHIN 1 MONTH

CYCLE CHIC

BUILDING A BICYCLE CULTURE EMPIRE

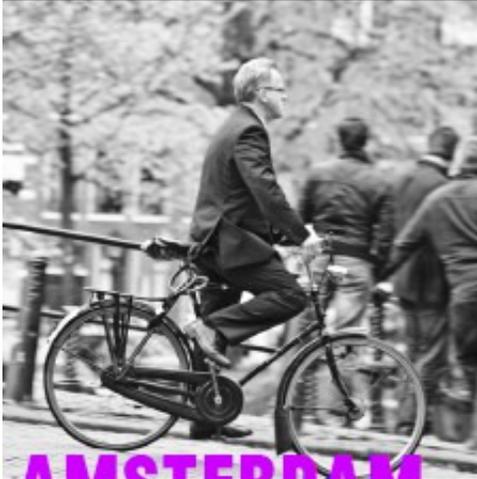




ROME

BERLIN





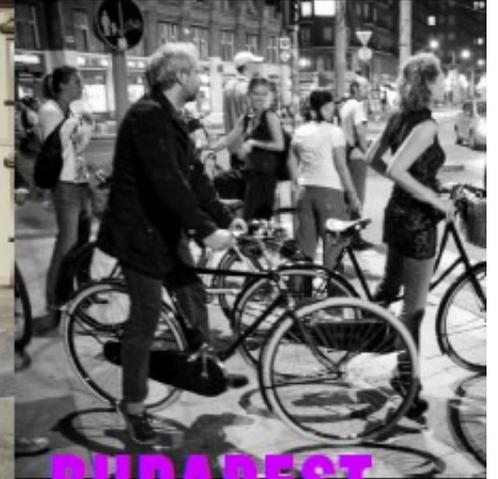
AMSTERDAM



BARCELONA



BRNO



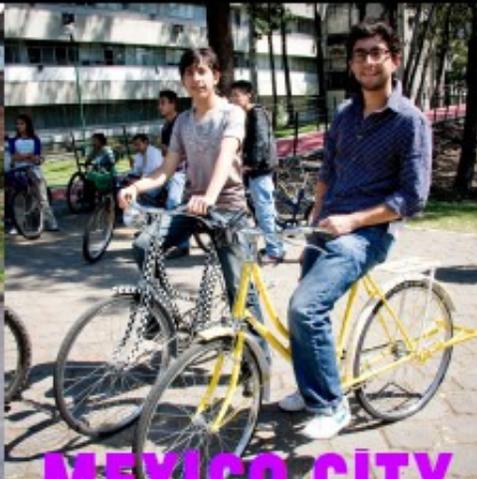
BUDAPEST



NEW YORK



PORTLAND



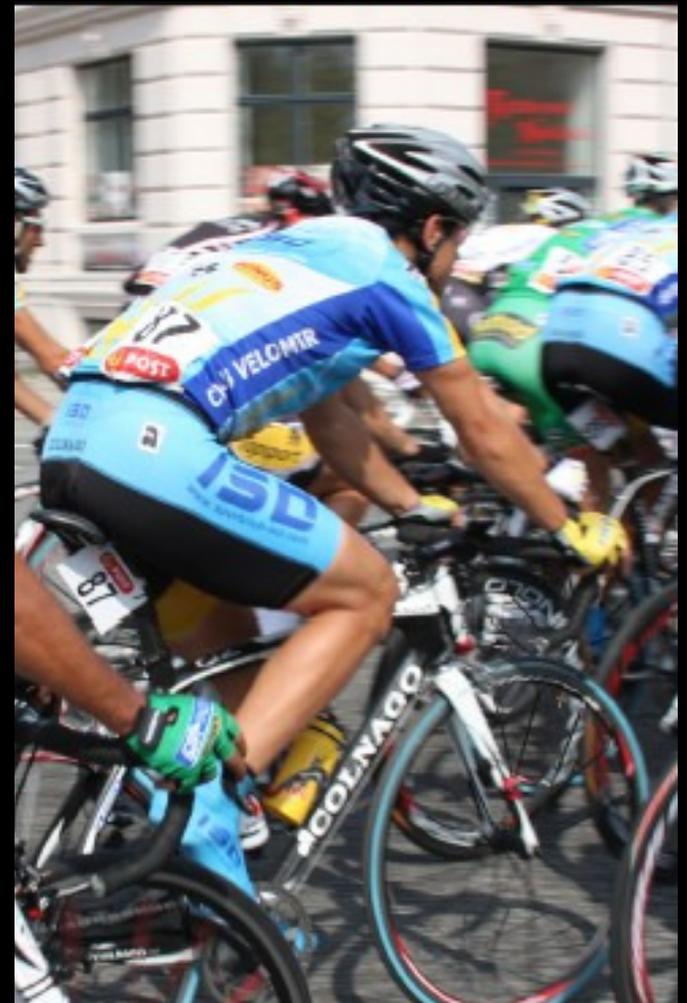
MEXICO CITY



DUBLIN



NEED – REBRANDING OF CYCLING



"CITIZEN CYCLISTS" / BICYCLE USERS



BICYCLE CULTURE 2.0





BICYCLE CULTURE 1.0

Copenhagen City Museum / Bymuseet

WAVERLEY

CYCLES



F. CEAN PEDIGOS

48, RUE PAUL
PARIS

HARRY REYNAUD Directeur Général pour la FRANCE

Mocha

ENTREPÔT: 49, B^d Gouvion S^t Cyr, PARIS - M^o DE VENTE: 16, Avenue de la Grande Armée, "PHOTO-CYCLE"

BLOG MUSTS

- CONSISTENCY**
 - LIKE A NEWSPAPER**
 - SPECIFIC FOCUS**
- CREATE WEB OF RECIPROCAL LINKS FOR GOOGLEABILITY, TWITTER, FACEBOOK**
- MULTIMEDIA**
- BLOG ABOUT OTHERS**

BLOG MUSTS

- DESIGN SIMPLICITY**
- COMMENTS**
- ADVERTISING**





COPENHAGENIZE.COM

- PERSONAL & EXTERNAL NEED

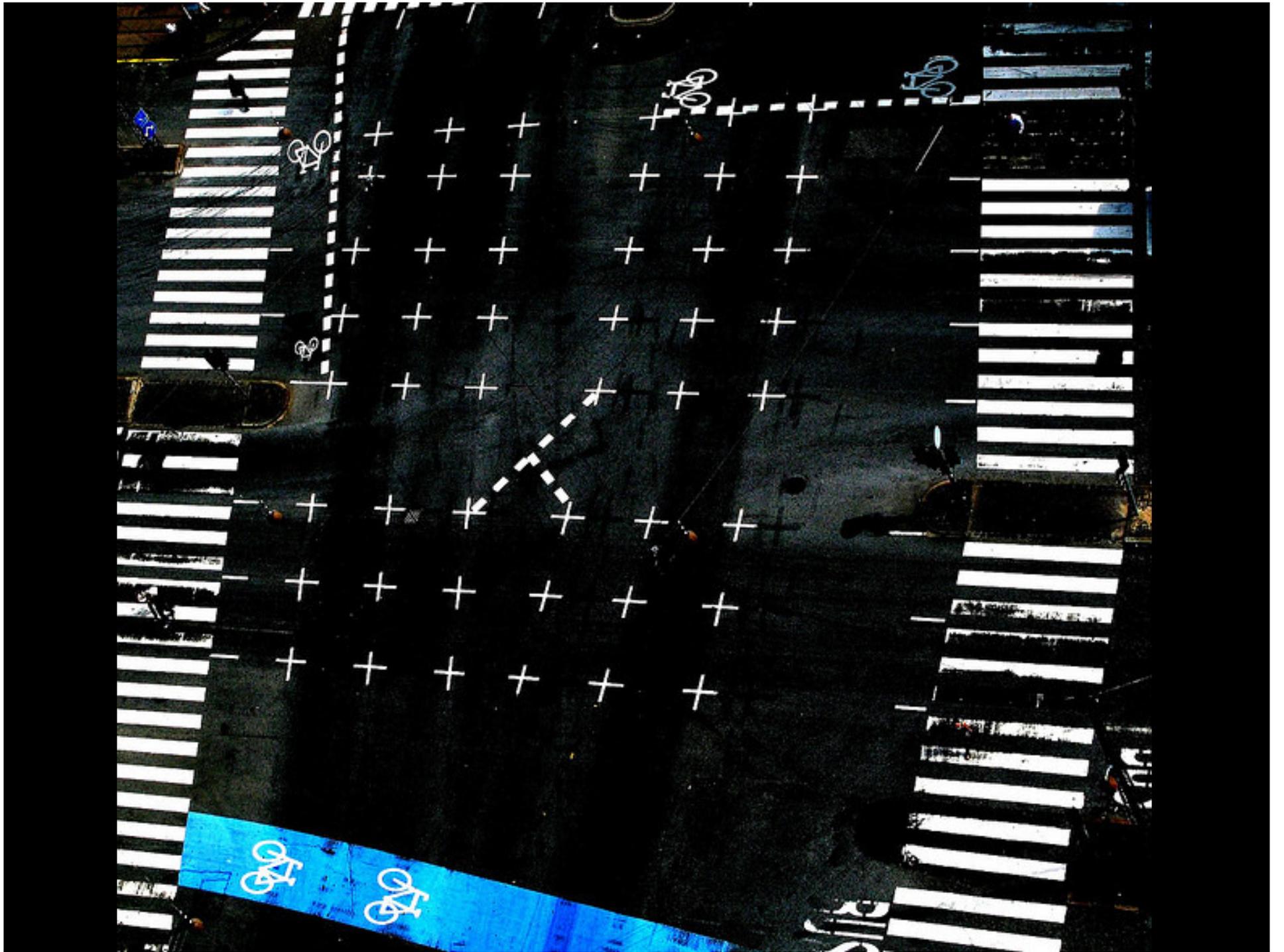
-- NAME

--- CONCEPT

---- EXPERT / BUSINESS

BLOG TO BUSINESS / BUSINESS BLOG

- PERSONAL ANGLE MOST EFFECTIVE**
- LIKE MANY ASPECTS OF LIFE – AN INTERESTING, SINGULAR VOICE OR CHORUS WILL BE HEARD IN A CROWD**
- DANISH BICYCLE AMBASSADOR**
- BICYCLE CULTURE & INFRASTRUCTURE EXPERT**





BRANDING TRANSIT & WALKING

- THANK YOU**
- LOVE SEAT**
- WALKABLE LIVEABLE READABLE**
- SOCIAL MEDIA**





INGEN CYKLER
PÅ FORTOVBEN
TAK 



