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Final Project

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The company that I will be advocating for within this project is Giant Cycles. Giant Cycles is a bike company that specializes in dual suspension mountain bikes along with road bikes, cross-country bikes, and all things related to gear. The company crafts their bicycles by using different materials such as aluminum and carbon, yet all of the frames for the bikes are produced in house. Along the topics of gear, the company also produces GPS computers, shoes, wheels, and all things bikes. I personally own a Giant mountain bike, and it is one of my favorite things that I have ever had possession of. When I first purchased my bike, the employees of the company at the store were very personable and really wanted to help make sure that I made the right pick before I purchased. The bike that I purchased is a 2018 model called the Giant “Trance X”. It is a matte black color and has all the utilities within itself to ensure that I get up and down the mountain as smoothly as possible. Giant mountain bikes are high-end products, and are typically expensive, however they often offer discounts on deals.

Today I will be talking about a certain type of mountain bike that has recently been released on the market from Giant Cycles. Prior to that however, I'd like to give some context into the categories of mountain bikes that Giant produces. There are certain types of mountain bikes that are utilized for Downhill Racing, flat racing, and even for just friendly rides. Each bike, depending on its design and intended type of trail use, may either have 26, 27.5, or 29 inch

sized tires. The smaller size the tire, the faster that the bike will travel downhill. However, when it comes to going uphill, the larger size tire is much more efficient given its ability to roll right over roots and rocks. Larger tires also have a better ability to grip the ground using the tire treads leading to an easier ability to roll right over terrain.

Recently, Giant Cycles have released a new mountain bike called the Anthem Advanced Pro 29. This bike is designed for technical downhill, meaning downhill that is very steep terrain along with a number of obstacles. The bike has new FlexPoint Pro rear suspension with a full composite frame along with race-ready geometry. The new suspension enables riders to endure more terrain and shock leading to a smoother ride. In order to promote this product, I recommend that Giant Cycles partner with a group of professional mountain bikers. Within the partnership, the professionals will utilize different platforms of social media to provide the public with videos and visuals of them riding the bike. With the help of the Giant media team, the professionals will be able to compile edited video footage so that it puts emphasis on the beauty and aesthetic of the bike. The professionals will gain media attention from the public and their activity on social media will gain the attention of the consumers, thus leading them to explore Giant Cycles and the purchase of the Anthem Advanced Pro 29. Another way for Giant Cycles to promote this product is to position it to be seen by the targeted market. Given their current consumption rate of products, it is probable that they will be able to position their product mightily easily. Using the current membership program that they currently have, there is no doubt that they will be able to engage the aspired market. Using emails and cookies on the internet, they will force the consumer to engage with the new mountain bike, having positioned themselves correctly with the minds of the consumers.

Giant Cycles should also look to implement a push strategy on their new mountain bike release, offering discounts to consumers who may buy the product within a certain time frame. They could enhance their ability to gain consumer's attention by offering certain incentives to those who might want to buy the product but could be concerned with the product. They should also offer discounts on shipping and handling fees considering the product within itself is already quite expensive. I believe that this would be an effective way to gain consumers attention and to reach the intended target market. Along with push strategies, operant conditioning with future incentives for consumers on future purchases would be very beneficial and effective for Giant Cycles to continue earning their profits and revenue. They should implement this type of conditioning to ensure that they will be in the best position to secure consumer's loyalty to their products and company name. It would also be very effective in regards to maintaining and expanding the company's brand name.

The promotion strategy and ad both promote the product in effective ways that will gauge the interest of the consumer. Although the ad contains a lot of information and verbiage, it is essential that the consumer is able to understand what type of aspects the bike offers. It expresses and displays vital information regarding the product and the details needed to engage the consumer. I believe that Giant Cycles should use the promotion strategies that I have suggested and that if they do they will inherit success and will cast a wider net of consumers.

Anthem  
Advanced  
Pro

GIANT  
CYCLES

29 Inch  
Wheels



Coming  
Soon!!

MOUNTAIN BIKE