



Entrant company name: **Words + Pixels**

Entry title: **Lime: Changing Spaces**

Category: **Issues, Crisis or Reputation Management**

NOW YOU SEE IT, NOW YOU DON'T: HOW WORDS + PIXELS' POWERFUL 'DOUBLE-TAKE' SHOWCASED LIME'S SIMPLE SOLUTION TO E-BIKE PARKING

BRIEF, OBJECTIVES & BUDGET

Lime is on a mission to build a future in which urban transportation is shared, affordable and carbon-free. In less than six years, the company has established itself as a massive hit with Londoners—the clear e-bike market leader.

But as its presence has grown, so have the challenges. Fierce competition from other operators and resistance from some sections of the public towards e-bikes and cycling coupled with the reluctance of many Londoners to leave their cars behind—meant Lime needed to communicate its vision to make the city a better, cleaner and safer place and how it could be a better one with fewer cars.

Lime briefed Words + Pixels to create an ownable, thought-provoking campaign for 2024 that would influence not only consumer behaviour but future urban planning—driving advocacy and awareness while addressing one of the brand's biggest challenges head-on.

- Build brand love and support among London riders by demonstrating how Lime understands their lives and meets their everyday needs.
- Educate and problem-solve—showing that Lime is working proactively to create the safest, most sustainable service for everyone.
- Showcase to local government stakeholders to consider reallocating on-street parking away from cars and towards shared micromobility.

BUDGET £65,000

IDEA, RESEARCH AND PLANNING

Crowded roads, overpriced public transport, pollution, public health concerns... We knew why Lime had been such a hit with Londoners. But we could also see that the growing number of e-bikes meant parking was becoming both a point of friction. Yet it was clear that if we engaged with the issue intelligently.

We decided to engage with the issue directly, turning what could have been a key reputational vulnerability into an opportunity.

We partnered with the Centre for London think-tank and infrastructure consultancy Steer to evaluate current and future use of rental bikes and quantify the parking shortfall. Our report, “Changing Spaces: How to Solve London’s e-Bike Parking Shortage” anatomised existing cycling infrastructure alongside wider transport provision. 750+ potential parking sites were identified, and new e-bike parking “zones” proposed.

The research discovered that while 49% of 18-34-year-old Londoners used e-bikes each week, an estimated 30,000 emission-free journeys were passed up every day– because too much on-street space was allocated for cars. But the research showed that freeing up just one car parking space would accommodate up to eight bikes. A large part of the solution was hiding in plain sight.

These insights would make an excellent story for media– but to capture the attention and motivate consumers, we would have to both dramatise the problem and bring our proposals to life.

The research team found that while lack of parking was straightforward to understand, it was also far too easy to ignore. City-dwellers are so used to parked cars that we don’t even see them, whereas e-bikes are new (and bright green) so we notice them. What we needed was a creative platform that would “make the invisible visible”.

STRATEGY, CREATIVITY AND INNOVATION

We negotiated a three-day rental of a parking bay at a high-footfall location, Camden Lock. Next, we had to consider the best way to use it.

Our “make the invisible visible” principle suggested something that would make visitors look at things in a different way– our creative starting point.

What could be more typical of London streets than a white van? There are thousands parked in the city every day– many highly polluting.

Our idea was to take a non-ULEZ compliant Peugeot Boxer and literally make it “disappear” in front of Londoners’ eyes– replaced instead by attractive planters and a generous cycle parking area.

We recruited partners who could bring this vision to life. Enter street artists 3D Joe and Max, regular Lime users and experts in creating large-scale optical illusion-style interventions.

We worked together to develop an installation that the thousands of daily visitors to Camden would want to interact with, capturing and sharing photo content.

The objective was to literally stop Londoners in their tracks, showing how similar spaces across the city could look, if their designation was changed. Our message was that the more bike use could be encouraged, the less need there would be for on-street car parking.

IMPLEMENTATION

Promotional staff were on hand to explain the installation to visitors and encourage them to pledge their support for more cycle parking in London. More than 2,500 signed the pledge, becoming grassroots advocates for change– one of the campaign’s biggest achievements.

Photo and video assets helped us secure 50+ pieces of coverage in key London and national media– including London freesheets to capture the attention of local government officials during rush hour.

Amplified and backed by the launch of the “Changing Spaces” report at a dedicated event in partnership with Steer and Centre For London, our approach was designed to connect directly with industry stakeholders, and key media (including the local democracy correspondent at The Evening Standard), and delivered 100% key message pull-through.

Lime’s own web channels, CRM, and app alerts boosted attendance and maximised awareness of the issue and campaign for the duration– driving additional consumer engagement.

MEASUREMENT, EVALUATION AND IMPACT

The campaign massively outplayed expectations– scoring major successes in boosting Londoners’ positivity towards Lime and increasing their understanding of the issues, while creating real momentum for change.

1. Build brand love and support among London riders.

- Polling of cyclists before and after showed an uplift of up to 19% in positive brand sentiment, with 42% now seeing Lime positively.

2. Educate and problem-solve.

- Polling of Londoners showed an 11% increase in seeing Lime actively try to solve parking challenges. In north London (where the installation was placed) there was a 21% increase. There was 63% positive reaction from Londoners who cycle daily.

3. Persuade stakeholders to consider reallocating on-street parking.

- As a direct result of our campaign, more than 2,500 written pledges of support were made by Londoners through social media and at the installation itself.

Brand awareness increased by 10%– with the number of people unaware of Lime reduced from 22% of Londoners to just 12% after the campaign.

Changing media attitudes was a key campaign aim. 75%+ of coverage included talking points on reallocating parking spaces to e-bikes, while 100% framed the campaign in context of Lime’s commitment to tackling parking challenges and reimagining “wasted” car parking space. More than 80% of all reporting carried measurably, positive brand sentiment.

The text in this case study is presented as submitted in the original award entry. Where necessary, entrants have removed or redacted information considered sensitive or confidential.