



# *Ramble Scooters Marketing and Growth Strategy*

*Spring 2019*



**UMBRA**  
the university management &  
business research association



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## **ABOUT UMBRA**

The University Management and Business Research Association is a McCombs Affiliated Student Organization (MASO) that represents the student voice for the Department of Management. Founded in the 1960s, UMBRA has evolved over the years from a lecture—based club to its current incarnation: an organization that utilizes an industry--proven consulting methodology to develop tailored recommendations for local businesses.

Through the course of a semester, UMBRA tackles a given problem area for a system, process, or product that can be improved. Our methodology is derived from IDEO's Design Thinking and 3M's Lead User Generation. This methodology has a creative focus with primary research centered around the in-depth experiences of users.

This process has four critical steps:

- 1) Design Research: conducting in-depth interviews
- 2) Ideation: developing solutions to the emotive issues of our users
- 3) Prototyping: actualizing the solution concepts into formats that are recognizable, user--friendly, and tangible
- 4) Testing: using and framing the integrative solution

The UMBRA team is comprised of a three-member officer board and 15 Associates. The Associates were divided into four teams focused around our project: Off-Campus Partnerships, On-Campus Partnerships, Digital, and Physical Advertising.

## **ABOUT RAMBLE SCOOTERS**

Ramble Scooters is an Austin-based scooter rental company that rents out a variety of mopeds (scooters) for different lengths of time: from 1 month to 12 months. Ramble offers three scooters: the Honda Ruckus, Metropolitan, and Wolf Islander. Ramble aims to make the process of renting a scooter as convenient and straightforward as possible by providing parking passes, offering quick support service, and providing insurance to its customers. By providing a low cost and convenient service, Ramble is increasingly gathering attention among The University of Texas at Austin (UT Austin) students who are looking for a short-term transportation option. Ramble is ideal for people who do not want to own a moped, and who desire alternative means of transportation.

The problems that UMBRA addresses in this report are how Ramble can best reach their target market (college students) and incorporate other demographics into their customer base.

## EXECUTIVE SUMMARY

### *Overview of Problem Statement*

Ramble Scooters tasked The University Management and Business Research Association (UMBRA) at The University of Texas at Austin (UT) with addressing the following problem: How can Ramble Scooters increase both its brand and product awareness among students at UT to increase future sales?

### *Purposes of the Report*

UMBRA broke down and categorized its solutions for Ramble Scooters into four primary categories: off-campus partnerships, on-campus partnerships, digital advertising, and physical advertising. Through this report, we explain how we used the design thinking problem-solving process to develop solutions in the areas stated above in order to address Ramble Scooters' problem.

### *Identified Problem Areas and Recommendations*

UMBRA's solutions fall into four primary categories:

- **Off-Campus Partnerships:** Through insight surveys and interviews, we discovered that many students who would benefit from Ramble's services are either students who live off-campus or need to commute to relatively distant places regularly such as their work in Downtown Austin. We recommend that Ramble create off-campus apartment-branded marketing and partner with UT Housing Scout to appeal to students who could find value in Ramble based on where they live
- **On-Campus Partnerships:** We determined that Ramble currently doesn't have the relationships necessary on UT Austin's campus to expand its name. We recommend that Ramble Scooters partner with the Interfraternity Council and international student offices on campus to expand its awareness among target users.
- **Digital Advertising:** Our research indicated that Ramble needs to grow its social media influence, particularly on Instagram, to grow its customer base. We developed a consistently themed and fresh Instagram look that should attract more students to follow Ramble Scooter's brand.
- **Physical Advertising:** Our surveys revealed that students currently don't have high visibility of Ramble Scooter's brand on campus. Therefore, we decided that Ramble should hand out stickers through informative and personable brand ambassadors to increase their brand awareness on campus.

### *Impact*

By implementing UMBRA's recommendations, we believe Ramble Scooters will be able to achieve significant growth in terms of its brand awareness on UT's campus and, therefore, increase its sales.

## DESIGN THINKING PROCESS

### **Empathize**

The first step of the design thinking process was to empathize with Ramble's current users and try to understand what they are looking for in regards to their transportation needs. To start the empathy stage, UMBRA members talked with the founders of Ramble to understand their business. After gaining a better understanding of the scooter rental business, UMBRA members sent out surveys, interviewed students, and talked with friends to gain their perspectives on Ramble's business model. We were able to obtain several critical insights including demographics that are most likely to rent from Ramble, student's concerns about renting a moped, and general thoughts about Ramble's business.

### **Define**

The second stage of the design thinking process was to define Ramble's problem, which is a direct result of the empathy stage. UMBRA was tasked with addressing the issue of: how can Ramble attract more UT students and engage different demographics. Currently, the majority of Ramble's customers come through organic growth, and Ramble is looking for ways to expand its business. This expansion can come in the form of attracting more of its current customers and finding new customer bases. UMBRA found that Ramble's main issue is increasing their brand awareness, as the majority of their problems stem from this issue.

### **Ideate**

The ideation stage was all about hearing everyone's ideas and building off of them. UMBRA used popular brainstorming techniques to come up with a variety of ideas, some that we used and others that we built off of to create prototypes. A critical piece of the ideation process was to defer judgment and get out of all our ideas, as this is the best way to think of innovative solutions.

### **Prototype**

The fourth stage of design thinking is prototyping solutions that were thought of in the ideation stage. Prototypes are not meant to be detailed, perfect solutions but rather a means to get to our final solution. The reasoning behind this is that prototypes can be adjusted quickly and without fear of failure. The prototypes are a great way to visualize abstract ideas. UMBRA members were divided into four groups, and each group prototyped unique solutions to different problems facing Ramble.

### **Test**

The final stage of design thinking was to test how our current solution solves the problem we were addressing. It is valuable to get user feedback on our solution so we can improve and build on our current solution. Sometimes the solution will fail, but that should not be discouraging as it provides the opportunity to come up with a better idea. The entire design thinking process is non-linear, and members were encouraged to go back through all the steps to uncover the most innovative solutions to problems.

## **OFF-CAMPUS PARTNERSHIPS**

### **Issue**

Due to the limited resources available to advertise, it is important to decide which group of customers is most likely to be responsive to advertising. Within the off-campus environment, there are two main methods through which Ramble Scooters can advertise to large groups of students: local businesses where they work and apartments where they live. Students and employees transport to and from work and their apartments regularly, so they may be more interested in transportation solutions.

### **Ideation**

Our objective for expanding Ramble Scooter's market space was to develop connections with local businesses and apartments in West Campus and North Campus. We believe that advertising to students in West Campus and especially North Campus will be successful because their distance to campus can correlate to a desire for more convenient transportation. We also believe that advertising through businesses where the students work would be an easy, centralized way to advertise to many students.

There are different forms that we believe a partnership with Ramble Scooters can take, such as an integrated apartment price that includes a discounted Ramble Scooters membership, joint deals where residents that lease with an apartment are offered a discounted Ramble Scooters membership, mutual branding partnerships, and stipends with downtown businesses. Because Ramble Scooters' profit margins are not very flexible, the discounts can be covered by the apartments, can be relatively low, or they can be a combination of both.

### **Prototyping**

We began testing our agenda by surveying 70 students from a diverse audience of off-campus and on-campus students ranging from freshman to seniors. The survey tested the target response of different price models to help suggest prospective off-campus business partnership models for Ramble Scooters. The survey asked:

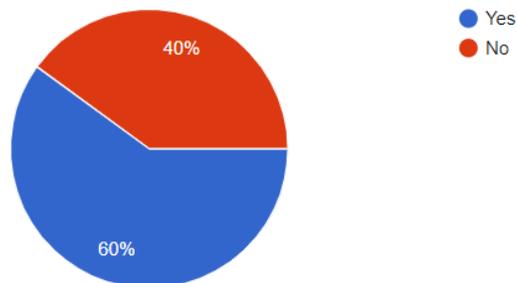
1. When considering transportation and housing, would you be more inclined to sign a lease with an off-campus apartment if they advertised alternative transportation for residents (such as mopeds/scooters)?

- a. Choices are “Yes” and “No”
2. Would you be more incentivized to sign a lease with an apartment if they offered a deal for discounted moped/scooter membership? (typical membership is \$135/month)
- More than one answer choice (a-b) can be chosen*
- a. Yes, if discounted membership changes from \$135 to \$125
  - b. Yes, if discounted membership changes from \$135 to \$120
  - c. Yes, if discounted membership changes from \$135 to \$115
  - d. No
3. Would a business or internship transportation stipend impact your decision to lease a scooter/moped?
- a. Choices are “Yes” and “No”

From Question 1, we found that 60% are more inclined to sign a lease if advertised with alternative transportation, such as scooters or mopeds.

When considering transportation and housing, would you be more inclined to sign a lease with an off-campus apartment if they advertised alternative transportation for residents (such as mopeds/scooters)?

70 responses

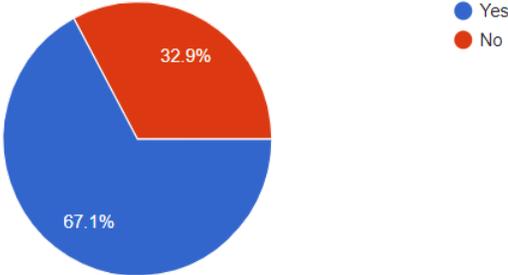


In response to Question 2, 41 people (58.6%) said that they would not be more incentivized to sign a lease with an apartment if offered a deal for a discounted moped/scooter membership. 33 respondents said that a discounted membership would incentivize them to lease an apartment. However, of the 33, 26 respondents wanted the discount to be \$10 off per month.

From Question 3, 67.1% respondents said that their decision to lease a scooter or moped would be influenced by a transportation stipend from a business or internship.

Would a business or internship transportation stipend impact your decision to lease a scooter/moped? (stipend: a fixed regular sum paid; allowance)

70 responses



**Insights and Implementation**

Partnered Branding with Apartments

Upon analysis of the data survey, we conclude that it would be most beneficial if Ramble Scooters were to pursue partnered brand advertising with apartments in West Campus and North Campus. 60% of respondents said they would be more inclined to sign a lease with an off-campus apartment if they advertised alternative transportation for residents. This data reflects the mutually beneficial relationship Ramble Scooters could leverage to increase leasing through affiliate marketing.

As apartment e-newsletters and e-mails reach a broad target of prospective residents, having an attached Ramble Scooters flyer sent as part of an apartment’s email list would well inform a broad target group of off-campus students. Our data further asserts the benefits partnered housing would experience as more people would consider leasing options when presented with information about alternative transportation methods. Advertising to a shared customer base would, therefore, be beneficial to Ramble Scooters’ brand exposure as well as incentivize clients to lease with an apartment. A sample flyer that was tested can be seen on the next page in **Figure 1**.



**Figure 1:** A prototype for partnered branding with the Quarters apartment.

### Partnered Branding with UT Housing Scout

For long term future expansion, Ramble Scooters could consider a partnership with third-party services such as UT Housing Scout. UT Housing Scout is a local Austin business that helps students with housing searches, property tours, and leasing. The company structure differs from conventional real estate services, such as West Campus Living, as all the Housing Scout agents are certified UT students with broad student networks and insightful “street smarts” about West Campus, Far West, Riverside, and North Campus. Additionally, UT Housing Scout is a free evolving service for UT students as the company’s agents earn commission-based salaries dependent on clients signing a lease.

In an interview with Housing Scout agent, Sean Jou, he stated that a typical agent will have 6-8 clients a week. For Jou, of the weekly clients he gives property tours to, 3-4 clients would regard transportation as highly influential in making a housing decision. In the perspective of the clients, the survey notes that a majority of respondents would be more inclined to sign a lease if an alternative form of transportation were to be advertised. Linking the needs of Ramble Scooters, UT Housing Scout, and student clientele, if Housing Scout agents advertised Ramble Scooter during property tours, this publicity could help student clients make leasing decisions, thus aiding UT Housing Scout agents while increasing Ramble Scooter’s market presence and customer outreach. Using Housing

Scout agents and their established student connections could effectively help Ramble Scooter create brand ambassadors that are mutually beneficial for all parties.

### Integrative Membership Pricing with Leasing Contracts

We questioned if Ramble Scooters should integrate membership discounts with apartment contracts in order to observe any market relationships between leasing for housing and leasing for scooters. We wanted to see if discounted Ramble memberships affected leasing decisions to possibly suggest joint lease deals. However, based on survey statistics, Ramble Scooters should not implement integrative pricing models with leasing contracts. Of the 70 respondents, 58.6% said that they would not be interested in signing a lease with an apartment if offered a discounted Ramble Scooter membership. While Question 1 shows an increased likelihood of leasing consideration when customers are given alternative transportation information, Question 2's data suggests that a hard-line price model is not an optimal option. Though 44.5% of respondents would more readily consider leasing if given a discounted Ramble Scooters membership, 37.1% of respondents would want the discount to be at least \$10 off the current monthly fee. Because a majority of the incentivized respondents require a significantly discounted membership, we do not suggest that Ramble Scooters issue pricing deals with apartments.

### Stipend

A large potential market lies in those who transport themselves to work every day. The audience being referred to ranges from young college students interning to older, full-time employees, creating a large pool of potential customers for Ramble Scooters. To connect this target market with Ramble Scooters, for future endeavors, we propose partnering with companies to create "transportation stipends" that would give their employees a discounted rate at which they could rent a moped. Companies currently incur large fixed costs to pay for parking spaces for their employees. If Ramble can convince companies to give their employees stipends to use Ramble products, those companies can save on parking space costs and drive sales for Ramble Scooters. Ramble could target companies within shared workspaces, such as WeWork, to potentially build partnerships with as these companies are generally smaller in nature and are more inclined to cut costs related to parking. We gauged if stipends were something people would be interested in by surveying if a business or internship transportation stipend impact the respondent's decision to lease a scooter/moped. From the 70 responses received, 67.1% said they would be interested in getting a moped or scooter if this offer was presented to them. Based on this data, we believe there is untapped potential in the market described, and highly advise Ramble Scooters to connect with businesses and pitch the idea of partnering together to implement a stipend plan in their employee packages.

## ON-CAMPUS PARTNERSHIPS

### Issue

Traditional on-campus promotion methods, such as The Daily Texan advertisements and on-campus fairs, have seen limited success in accelerating consumer acquisition for Ramble. We found that most students consider cost, safety, and accessibility as major factors when determining their transportation preferences. In order to grow Ramble's on-campus presence, advertisement will need to target avenues of communication for **fraternities** and **international students**, both of which were determined to be key target markets through our initial surveys and interviews. We believe that targeted communication through newsletters or blogs aligns with Ramble's local image and that it will allow more direct and personalized contact with Ramble's consumers.

### Ideation

When discussing potential on-campus groups to focus on, we decided that students in fraternities and international programs would be great starting points for Ramble to get its name out. We found that fraternities and international students represent a large student population whose transportation needs could best be fulfilled through Ramble's moped rental services. However, the issue we needed to address is how we could attract these target markets to the services provided by Ramble Scooters.

With international students, we found that many students living off campus are looking for transportation methods to get to campus and to meet their daily student needs. Moreover, since some do not have driver's licenses, a moped could be a great way for the students to travel. One insight that we derived through interviews with international students was that safety is a primary concern for these students, so we made sure to consider safety when prototyping and testing our solution. Furthermore, students also need transportation to internships, and because some cannot drive, the moped could serve as a cost-effective option compared to ridesharing or electric scooters.

We noticed that many fraternity houses are relatively far off campus and that parking cars can be a hassle. Moreover, many students use electric scooters to reach their houses daily. To address this, we had the idea of Ramble campaigning to these fraternities as a more cost-effective, functional alternative to scooters. Additionally, Ramble can advertise the fact that parking scooters is free on streets, and Ramble pays the fee to park a scooter on UT's campus. We believe that if Ramble partners with the Interfraternity Council (IFC) to launch an advertising campaign, more business could be secured.

## **Prototyping and Testing**

One way to tap into the international student market would be to advertise both Ramble's offerings and their events in the weekly International Student Scholar Services blog. The blog sends out weekly emails to all International Students subscribed to the list so it would be an effective way to broadcast messages to the international student demographic.

Similarly, the Interfraternity Council (IFC) meets to discuss issues such as safety and Ramble could contact them about being featured in newsletters or hosting a workshop at an IFC meeting. This would serve as a great opportunity for Ramble to advertise their services to 25 major fraternities on campus and have a direct form of communication with the board that is in charge of regulating the activities of these fraternities.

As a general note, Ramble could host safety workshops that show off the safety features of the Honda Ruckus, Honda Metropolitan, and Wolf Islander when meeting with customers. Currently, the relative safety of the Ruckus, compared to Limes or Birds, is unknown, and safety workshops would help clarify the issue as well as give potential customers a chance to see the Ruckus and possibly interact with it.

## **Insights**

Based on talking with international students, we realized that international students are an incredibly segmented group with a presence in organizations on campus, living communities, and classes. However, we realized that international services offered both a united body and a sustainable alternative. By building a relationship with international student services, Ramble can continue to modify its marketing strategy while reaching a large portion of the international community. Thus, we decided that the most feasible marketing strategy for Ramble on campus is to be featured on the International Student Services's newsletter. We surveyed international students to determine how Ramble should be featured and found that workshops were the best way to attract students. Students expressed that they lacked education in the operation of mopeds, so creating a workshop for international students will educate students and increase awareness of Ramble. When asked, students felt that they would most likely attend a workshop about getting an international driver's license and a workshop about learning to drive a moped.

Regarding students in fraternities, we found that the best way to reach a large mass of students would be through the Interfraternity Council (IFC) as they have the best connection to each fraternity

chapter. Utilizing mopeds could save students money and would increase parking space for fraternity houses as students replace cars with mopeds.

## **Implementation**

### International Students

The first impression Ramble makes while reaching the International Office is crucial. We believe the first step Ramble should take is reaching out to the international office by email and phone to set up an in-person meeting with **Ashley Sallee**. This is important because Ashley will have a broader understanding of what services the international office offers and where it is possible and appropriate to integrate Ramble. However, we understand that Ashley may not be willing to meet, for university or personal reasons, so we recommend that in that case, Ramble reaches out to **Margaret Y. Luévano**, whose department runs the weekly blog. Finally, if that falls through, we would recommend speaking directly with student organizations on campus and trying to get in touch with a “president’s round table.” Many groups on campus hold round-tables either within the schools they are affiliated with or other similar organizations, so if Ramble was able to tap into that network, we think that would help kick-start marketing. The people we think are most important to establishing future partnerships with the international student office are listed below:

#### **Shawn Meredith**

Admission and Immigration Support Assistant  
smeredith@austin.utexas.edu

#### **Ashley Sallee**

Administrative Manager  
ashley.sallee@austin.utexas.edu

#### **Linda Seefeldt**

Support Services Advisor  
lseefeldt@austin.utexas.edu

#### **Darcy McGillicuddy**

Director, External Relations  
darcyh@austin.utexas.edu

**Margaret Y. Luévano**

Interim Director, International Student and Scholar Services  
mluevano@austin.utexas.edu

Fraternities

As stated before, the best marketing strategy concerning fraternities is through the Interfraternity Council (IFC). They work both with The University of Texas and fraternities on-campus to develop agendas and policies that students must abide by. Thus, presidents and executive board members of 25 fraternities are in constant communication with this council regarding any events or important updates. Ramble must be pitched in a way that emphasizes the value they provide to Greek life students – parking and transportation cost, safety, and ease of use. Since many students who already rent or own mopeds are associated with Greek life, we believe that the IFC will be receptive in either building a partnership with Ramble or mentioning the services in any newsletter or form of communication. We have listed the contact information for the Interfraternity Council below.

**Interfraternity Council (IFC)**

100 E Dean Keeton Street, Austin, TX 78712  
communications@texasifc.com  
<https://texasifc.com/>

We believe that reaching out to the international student office and the IFC will be key towards building an on-campus presence for Ramble Scooters. Developing strong relationships with these two target markets will ensure a recurring customer base for Ramble as well.

## DIGITAL

### Issue

Ramble has trouble effectively engaging their customers online because they lack a strong social media presence. A strong social media presence will allow new users to discover Ramble online and existing users to build a relationship with Ramble. Active social media accounts increase the probability of existing customers and followers spreading the word about Ramble, which will attract more customers. We believe that addressing Ramble's scattered posting schedule, minimal interaction with users, and inconsistent picture quality will improve Ramble's brand image and acquisition strategy.

### Ideation

During the ideation phase, we evaluated Ramble's current social media accounts, specifically Instagram. We analyzed the aesthetic of the account, the level of communication with users, and the consistency of the posts, and after becoming familiar with Ramble's Instagram account, we thought of ideas that could improve Ramble's online success.

Ramble should track its impact on social media and take advantage of having a business account on Instagram. Through this account, Ramble can gather insight from its posts and understand its viewer demographics. Understanding user demographics will permit Ramble to target specific customer groups. Additionally, Ramble can use Instagram's advertising features. Ramble can purchase and runs ads that will appear in target customers' feeds and stories. We believe that advertisements on Instagram could significantly improve Ramble's reach, as many students and young professionals use Instagram daily.

We also think that hosting giveaways on its social media accounts would be an excellent incentive for students to visit Ramble's page and further interact with their account. Giveaways are popular among college students and can be launched in partnership with other university-targeted businesses, like student apartments (Muze/Skyloft) or popular student restaurants (Qdoba/Gong Cha). By hosting giveaways, users will have to return to Ramble's Instagram and interact with the business in order to have the opportunity to win.

Adjusting the content on Ramble's Instagram account is another opportunity to reach college students. Ramble should focus on posting content that is appealing to college students, such as posts that focus on getting to and from classes quickly. We also think that Ramble can concentrate on

posting content that highlights the safety features of Ramble scooters as previous surveys showed that many students are skeptical of renting from Ramble due to safety concerns.

Many university-targeted businesses focus on Instagram as a way to interact with their target customers. Accounts such as SkyloftATX, MuzeATX, and University House Austin have strong UT-focused Instagram presences. Additionally, Lime, Bird, and Spin scooters have strong transportation-focused Instagram presences. We recommend using these accounts as a framework for future social media growth. They have consistent post schedules and are appealing to college students. Understanding how to reach Ramble’s audience is critical in sustaining its growth.

### Prototyping and Testing

We created a mock Instagram account to understand the effect of optimizing Ramble’s Instagram content to be attractive for college students. We sourced photos online to create this account and then showed our test Instagram to fifteen college students who regularly use Instagram, and then asked them to compare and evaluate Ramble’s original account against our design. We attempted to gather qualitative and quantitative data on how to improve the original Ramble Instagram account and see if our recommendations were moving Ramble’s social media presence in the right direction (Figure 2).

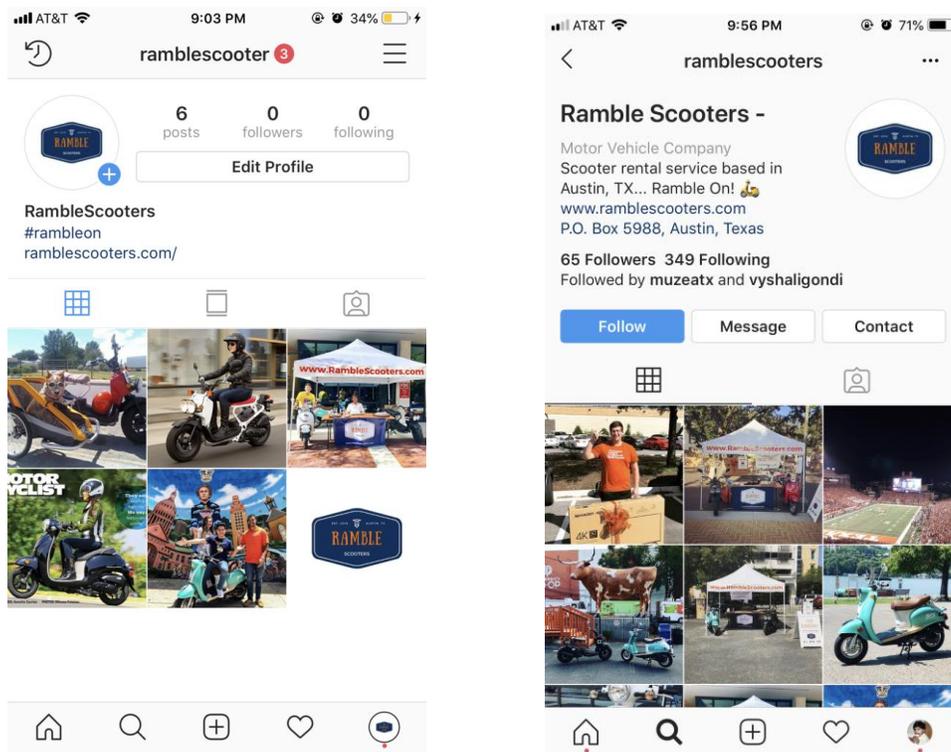


Figure 2: UMBRA’s Instagram Prototype (Left) vs Ramble’s Current Instagram (Right)

## **Insights**

When compared to Ramble's current Instagram, our sample account was more popular among the college students we interviewed. Students preferred our prototype's consistent aesthetic and high-quality photos. One student admitted that they liked Ramble's Instagram feed, but thought "it should be cleaned up." Another student wished that Ramble would post more pictures of scooters that were available to rent and include "more action shots of people on the scooters."

Students generally liked that Ramble's Instagram had pictures on campus and made an effort to affiliate itself with the University of Texas brand. They appreciated the original logo and the picture of the blue scooter on the original Instagram. However, college students are used to highly polished Instagram feeds and expect a company to uphold these standards. One person expressed surprise that the pictures were not edited or resized to look cohesive in the account's grid view. In order to capture the interest of their target customer base, Ramble should revamp their social media presence.

## **Implementation**

The digital team recommends that Ramble focuses on revitalizing its official Instagram account. If possible, Ramble should hire a college student who has previous experience in marketing or creating social media campaigns. Ramble's target market of college students and young professionals are the largest demographic of social media users. Instagram offers an opportunity for client interaction and raised awareness that Ramble must take advantage of to promote their brand.

Ramble should focus on creating a regular posting schedule of high-quality pictures with a consistent filter and aesthetic. We also recommend that Ramble develop a series of customer profiles inspired by the 'Humans of New York' series. Ramble could encourage current customers to submit pictures, a short autobiography, and a reason that they like or use Ramble scooters. Submissions can be incentivized with giveaways or discounts on rent prices. Ramble should also utilize Instagram's services, such as publishing sponsored posts and posting Instagram stories for time-sensitive content. Sponsored posts will show up on the Instagram feeds of college students, increasing awareness of Ramble's products and services among their desired demographic.

In order to expand to college campuses across Texas, we recommend that Ramble create an Instagram account for each campus so content can be personalized to those students. Students like to see that businesses are involved in their community, and social media is a valuable tool in connecting with customers. In the future, we also recommend that Ramble create a Twitter account to cement its

social media presence across all trending platforms. Twitter will also allow Ramble Scooters to interact directly with current and potential customers.

If Ramble adjusts the way it interacts with customers on its social media accounts, we believe that Ramble will develop stronger relationships with its current customers and improve its customer acquisition. Ramble does a great job communicating and interacting with customers in other mediums, and if Ramble brings their same customer-focused commitment to social media, they will grow their online presence.

## PHYSICAL ADVERTISING

### Issue

Ramble Scooters is currently out-competed by other companies that provide transportation-related products on campus, such as Lime and Bird electric scooters. After we conducted conversations with students on UT's campus, we noticed that there was certainly a demand for high-quality scooters. However, because 90.9% of our surveyed student base hadn't heard of Ramble Scooters before, they didn't even consider their service as an option until now. While other prominent brands like Bumble and Teach for America have posters spread out throughout campus, stickers to hand out to students, and brand ambassadors to answer any questions or give a personable face to the brand itself, Ramble currently doesn't have that physical outlet for students on campus to reference. Thus, the channel of physical advertising signifies a great opportunity for Ramble to reach out to students and increase their brand awareness on campus in order to convert interested students into revenue-generating customers.

### Ideation

When brainstorming what elements of physical advertising would work best for Ramble, we first looked at what mediums of physical advertising other companies on campus use and which of those stood out the most to us. The primary mediums we thought of that appealed the most to students were:

- Stickers
- Brand Ambassadors
- Big Posters
- Flyers
- Pop-up Shops

Through a process of thoroughly analyzing each individual option, we narrowed down our selection to what we felt best matched Ramble's brand and what students desire. While big posters and flyers can at times be useful, we learned that students increasingly value convenience and quickness in marketing efforts. Such forms of physical advertisement often lack the succinctness that students look for and can be riddled with content-heavy information. Additionally, we felt pop-up shops don't fit Ramble Scooters very well as they are capital intensive and usually require a more extensive product line than what Ramble currently offers. While pop-up shops could be used to display the scooters Ramble offers, we learned through our conversations with Robbie Canon that the university requires permits for such activities and offers strict legislation on the location of test drive-based pop-up shops.

After ruling out the options stated above, we decided that distributing stickers and hiring brand ambassadors would be the best physical advertising option for Ramble to implement. First and foremost, stickers are easy and inexpensive to create and distribute to students on campus. This can generate more student interest in comparison to other physical advertising options. Second, people place stickers on products they use every day, like their water bottles and laptops. This increases Ramble's brand visibility among people who don't even have the stickers. Stickers are also nicely comparable with other marketing initiatives. For example, Ramble can host a tabling event on Speedway in which they can hand out stickers to all students who follow their Instagram and Facebook accounts. Furthermore, we feel pairing stickers with Ramble brand ambassadors will make students feel more comfortable with the brand and increase Ramble's credibility. Brand ambassadors also allow for the option of Ramble taking the lead and reaching out to people instead of waiting for people to approach Ramble. All in all, stickers paired with brand ambassadors offer a great physical medium for Ramble to increase its brand awareness on campus and incentivize students to consider a ruckus as a possible option for transportation.

### **Prototyping and Testing**

We decided to test our idea of improving the design and distribution of physical advertising (**Figure 3** and **Figure 4**). Nearly every college student's water bottles and laptops are decorated with stickers promoting various brands, so we decided to focus our prototype on creating a sticker design for Ramble. Additionally, we wanted to see how many people have heard of Ramble, would put a Ramble sticker on their items, and like the Ramble logo.

To evaluate popularity of Ramble's current logo, we designed five different logos for the company for comparison. We incorporated all logos into a Google survey to gauge collective opinions on our designs. The Google survey was distributed to students in other organizations on campus and through various group chats and Facebook posts.

While we attempted to reach students across campus, the respondents were skewed to McCombs students. However, we feel that the responses gathered can still be generalized to the entire UT population due to the fact that Ramble's current marketing strategy isn't directed to a specific school. Therefore, any student has the same chance of being exposed to Ramble's current advertisements.



Figure 3: Alternative Ramble Logos/Sticker Ideas

Have you ever heard of Ramble Scooters?

Yes

No

Would a sticker of this logo attract your attention? \*

Yes

No

Would you be willing to put a sticker of the logo on your laptop/water bottle/etc., if it were if given for free? \*

Yes

No

Any input on design?

Your answer \_\_\_\_\_

Which sticker options are the most appealing to you? You can select multiple. \*

 <p><input type="checkbox"/> Option #1</p>	 <p><input type="checkbox"/> Option #2</p>
 <p><input type="checkbox"/> Option #3</p>	 <p><input type="checkbox"/> Option #4</p>
 <p><input type="checkbox"/> Option #5</p>	 <p><input type="checkbox"/> Option #6</p>

Figure 4: Google Survey

## **Insight and Implementation**

Through our survey, we discovered several key findings. First, we found that 60.4% of our surveyed sample believed that Ramble's original logo is the most appealing to them due to its simplicity and cleanness. This figure represents an overwhelming majority when compared to the other five options. However, the group felt that the logo needs to be more attention-grabbing as a majority of them said they could imagine themselves overlooking the logo in a more cluttered environment. Thus, we believe Ramble should combine elements from our designs into its own logo to create a more visually appealing and prominent logo. Much of the current text on the logo other than the word "Ramble" is very small and offers little value. We believe that the space should be more widely used, either by bolding the current text or replacing it with more purposeful and attention-grabbing information. Additionally, we found that 60.4% of our surveyed students would be willing to place a sticker with the logo on their water bottles, phones, laptops, etc. Those who said they would be unwilling to do so often cited that they felt the logo is too simple at the moment for them to place it on their personal products. Therefore, by adding a universally powerful tagline about how Ramble is bettering the world on its sticker, we believe that students will, in general, resonate more with the brand and feel more comfortable placing a sticker on their products.

It's important that Ramble executes its physical advertisement strategy in a well-planned manner. We recommend that Ramble recruit student ambassadors who would be students interested in Ramble's services. To compensate these student ambassadors, Ramble can offer them free months of scooter usage for hitting their quotas of students reached out to, students converted into interested customers, and finally, students converted into paying customers. We feel that this incentive system will encourage the ambassadors to do their job well and could benefit Ramble in the long-run. Additionally, by having student brand ambassadors who can hand out the stickers, Ramble's message is more likely to be taken seriously and given a chance.

By pairing stickers with brand ambassadors, Ramble can purposefully increase its brand visibility and motivate students to consider mopeds as a viable and beneficial transportation option for the college lifestyle.

## **NEXT STEPS**

We believe that Ramble Scooters has a unique opportunity to expand their services being situated in a city like Austin, Texas, and especially near a major university, The University of Texas at Austin. Thus, we wanted to make sure that Ramble would be able to take advantage of this proximate student population and the very environmentally-focused culture of Austin, Texas. Marketing and sales growth are some of the biggest challenges all businesses face, but we believe there is strong potential for Ramble Scooters as the company takes its next steps towards expansion.

We analyzed the current modes of marketing and broke it down to four key areas where we could further ideate and develop our solutions – on-campus partnerships, off-campus partnerships, digital marketing, and physical advertising. These were all areas that Ramble Scooters had previously looked into, but could have been further expanded on. Using the insights developed in each of these categories, Ramble Scooters should be able to gain a stronger customer base, despite some of the risks involved with the implementation of each of these ideas.

We recommend that Ramble evaluate our suggestions and the data we collected and consider implementing an idea. Some of the ideas we have developed are inexpensive and are feasibly implementable within a short time frame. We also recommend reaching out to the departments, organizations, or contacts we have listed throughout this report as they present opportunities that can be valuable to Ramble Scooters. As Ramble heads into the new academic year in Fall 2019, we believe they can capitalize on current market opportunities and develop a long-term customer base.

## **CONCLUSION**

Ramble Scooters offers a cost-effective, convenient, and safe transportation solution that can change the way university students commute to their commitments. However, it must first establish itself further among university students and develop trust among the student population to drive sales of its products. By focusing on both on and off-campus partnerships and innovative digital and physical mediums of advertising, Ramble Scooters can increase both its brand awareness and sales, disrupting the way students commute.

## IDEA BANK

Throughout the ideation process, UMBRA associates thought of many ideas, some that UMBRA pursued and others that were recorded in this idea bank. Many of the ideas were not pursued due to lack of time, and many other ideas were impractical but contributed to UMBRA's ideation process. Below UMBRA has grouped ideas by category.

### **Ruckus Side Panels to increase Ramble advertising space**

Pictured below is a Honda Ruckus with a side panel (white Ruckus). The side panel increases the amount of space on the Ruckus that can be used to advertise Ramble. Also pictured below (right) is a mockup of the side panel with a Ramble sticker. Users may also like this side panel as it will provide them space to store items such as a helmet securely. Additionally, provided below is a link for a storage unit for the Ruckus.

<https://www.amazon.com/Under-Storage-Panels-Honda-Ruckus/dp/B07C13KG59>



### **Summer Pricing**

Many students leave Austin during the summer and many students looking for transportation during the summer only need transportation for 1-2 months. As a result, UMBRA recommends decreasing the price of a 1-2 month rental to match the longer rental price. This will attract summer customers who after using the service for a couple of months may decide to continue with Ramble during the school year.

## **Referral Program**

A referral program may be beneficial by increasing Ramble's customer base and helping Ramble find the best customers. According to the American Marketing Association a successful referral program can reduce customer churn by 15% and increase a company's customer base. Referral programs are more likely to result in loyal customers because people refer other people who they think would make a good fit for the service. Customers are likely to refer their friends if Ramble provides a discount or month off these customers. Although the discount will reduce Ramble's short-term profit, it may be successful in increasing Ramble's customer base over the long-term.

## **Ramble Instagram Posts that Highlight Parking Spots on Campus**

Informing students where parking is available on campus may help students understand the convenience that renting from Ramble provides. A map of all the locations on campus where the moped parking pass is valid can be used to advertise Ramble's convenience.

## **How can Ramble target and appeal to college students to increase sales in this customer segment?**

- Hire student ambassadors to get the word out.
- Highlight safety statistics about mopeds as a marketing strategy.
- Provide an option to include a helmet with rental to improve the image of caring about safety.
- Get people to take pictures sitting on Ramble scooters to increase awareness of Ramble.
- Expand Ramble's product line to offer motorcycles or electric scooters.

## **Potential Customers**

- Target St. Edward's students as the university is relatively close to Ramble's current customer base. Additionally, the campus is located farther from downtown and students may be in need of transportation.
- Partner with WeWork offices to get young professionals on mopeds.
- Target businesses downtown as parking is expensive and traffic is bad.
- Partner up with apartment buildings. A possible marketing strategy would be to provide an option to rent a scooter while students are signing their leases.

## **Marketing Strategies**

- Partner with the city of Austin. Austin will benefit by eliminating the number of cars on the street.
- Produce a low budget commercial/video to increase brand awareness.
- Put paper ads on people's doors.

- Develop a cost-comparison chart on the website so potential customers better understand the cost-effectiveness of renting a moped
- Feature on earth day to highlight low cost in gas.
- Host a party/booth at ACL and SXSW.
- Create Ramble merchandise.
- Improve social media advertising through Facebook and Instagram ads
- Change Instagram settings to business - pick audience you want to target.
- Create Snapchat filters.
- Partner with UT athletic department.
- Create a Ramble Twitter.
- Pay for online advertising.
- Partner with local YouTubers.
- Talk to parents about safety (distribute flyers to parents at orientation).
- Create a brand slogan.
- Provide workshops and allow potential renters to ride scooters and check them out.
- Have a cohesive story and brand guidelines.
- Hand out laptop stickers to students.
- Partner with UT Parking and Transportation.

### **Unconventional/Far-Fetched Ideas**

- Partner with Bumble. Encourage users to take their date out with a Ramble.
- Host scooter quidditch. Partner with Rec Sports to have a fun community event.
- Gain a presence on the Facebook meme group.
- Host Ramble meet-ups to make people want to join the Ramble family. Create a community aspect for Ramble (a club/group) that is more than just renting scooters.
- Create a Ramble app that makes it possible to rent scooters for short time periods.
- Distribute 3D printed ruckuses with Ramble printed on them to increase awareness.
- Sponsor Youtubers to post content about Ramble. Especially focus on local UT Youtubers.
- Create a Ramble/Ruckus mascot that will attract attention.
- Have a presence at UT football games, e.g., have Bevo ride a Ruckus on the football field.
- Have someone do stunts on Speedway with a Ramble moped.

\*Although some of these ideas may seem far-fetched, we believe they could be used as a starting base for more realistic, yet creative, marketing ideas that Ramble Scooter's team may come up with.