



## B-line finds your fans.

Life's just better on wheels. We think so, anyway. Where your current and future fans are – that's where we roll. We follow the crowds and take your brand to the heart of the action. Deck out our trikes with your message and fill the cargo box with your swag – our friendly brand ambassadors will do the rest.

We'll work with you to schedule promotional activations that get you the most bang for your buck. Think of us as an extension of you...with a tighter turning radius.

## It's a trike. And it's a Swiss army knife.

It's a box on wheels...or it's whatever you want it to be. Wrap it. Put lights on it. Take the box off and build a float. Whatever you need – we'll figure out how to make it happen.

## B-line delivers.

Literally. Our day job is getting goods from Point A to Point B - reducing traffic and pollution in Portland while we're at it. And we turn some heads in the process. Share in the love and add your message to our trikes while we're on the delivery circuit. It's eye-level advertising to keep you top-of-mind - with a friendly face at the helm to boost the buzz for your brand. It's the perfect vehicle to showcase your commitment to sustainability and active living.

## National and Local Clients include:

- Guayakí Yerba Mate
- New Seasons Market
- Metro Regional Gov't
- Wilcox Farms
- Clif Bar
- Organic Valley
- IKEA
- Zipcar

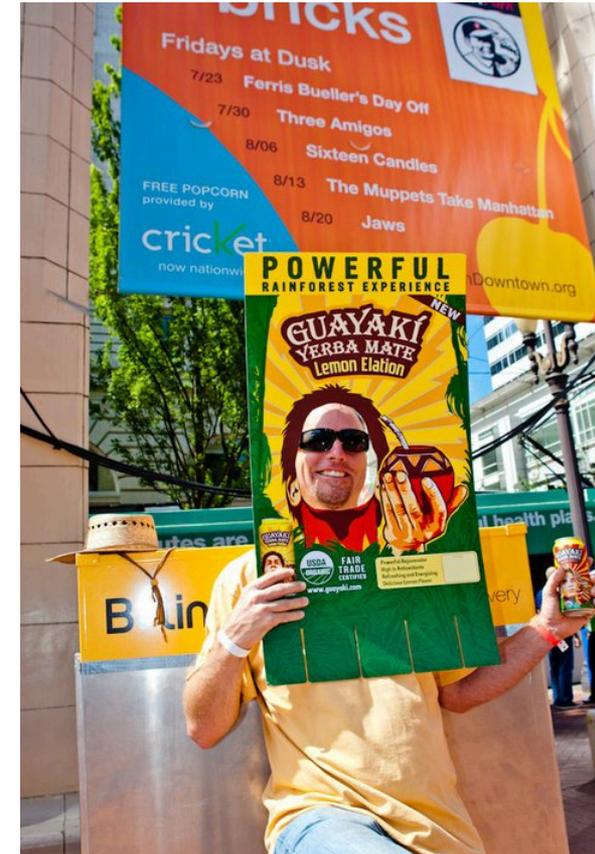


- Transported IKEA furniture to the top of the Marquam Bridge to make a room with a view
- Collaborated with IKEA on social media campaign

## Case Study: New Seasons Market "Surprise and Delight" Mothers Day brunch and pre-Thanksgiving activations



- Delighted Portlanders on the streets with roses, coupons, and mini pumpkins
- Achieved client's highest coupon redemption rate for any activation: 18%



- Average 10 samples/min
- B-line has launched new Guayakí can products in Portland each year since 2010



- Supported sales at 4 retail chains with outdoor sampling at 11 stores

# Service Area & Impressions

## NW Portland:

- Approx. 2,900 impressions per 2 hr route
- 72,500 impressions/month

## The Pearl:

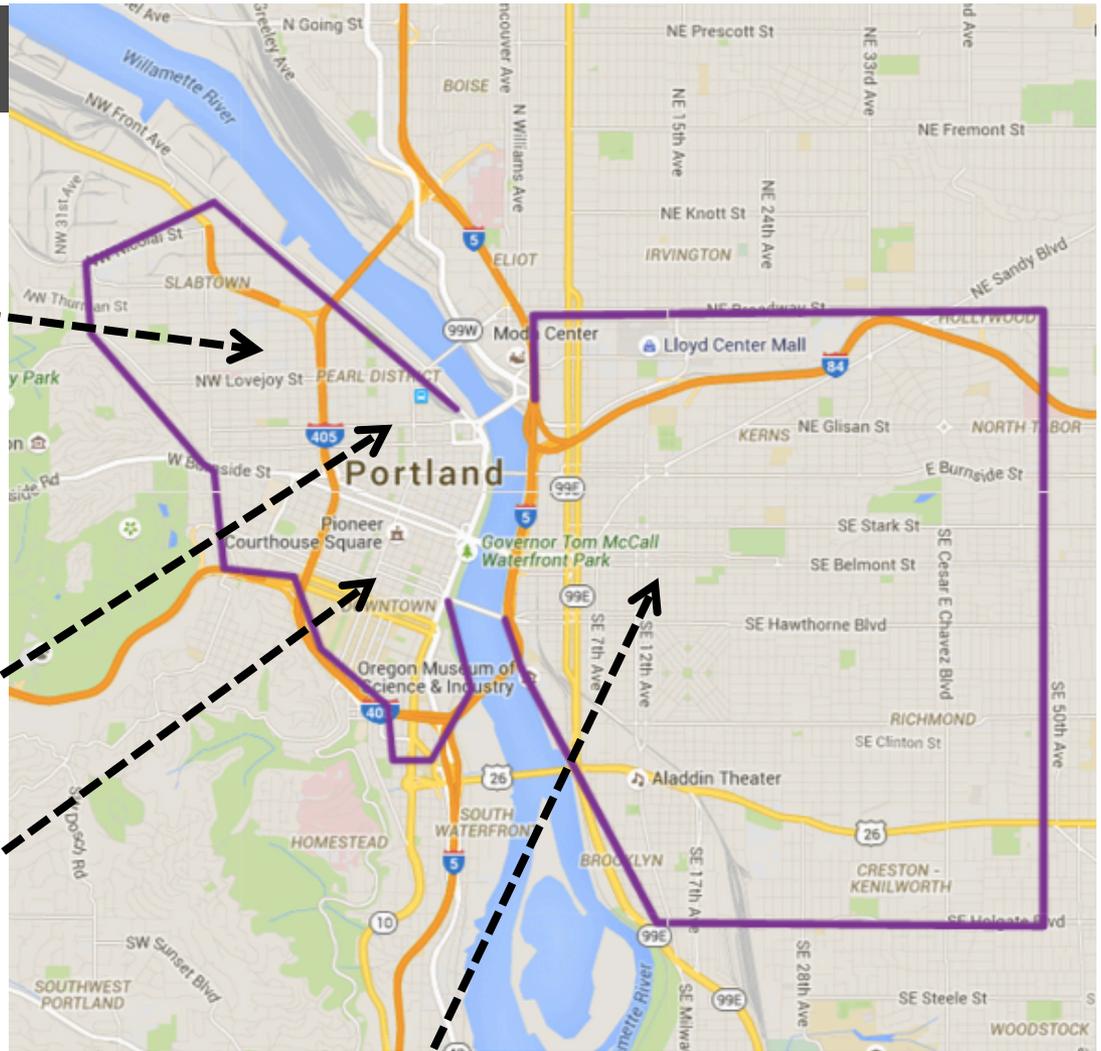
- Approx. 1,600 impressions per 2 hr route
- 41,000 impressions/month

## Downtown:

- Approx. 4,000 impressions per 2 hr route
- 100,000 impressions/month

## Inner SE:

- Approx. 4,300 impressions per 2 hr route
- 108,000 impressions/month



## Additional Options



Wrap a trike:  
limited availability



Keg trike rental:  
Holds 5-6 kegs

\$200/event



Custom builds on trike base:  
Inquire for pricing

Contact: sales@b-linepdx.com  
(971) 266-0716

**Bline**  
sustainable urban delivery