

KP Cyclery rebranding.

Kodumaine rattatootja KP Cyclery otsustas keskenduda edasipidi ainult kargorataste tootmisele ja kaasata investorite raha, ning siseneda rahvusvahelisele turule.

See nõudis uue ja kaasaegsema brandi loomist, mis kõnetaks ennekõike keskkonnast hoolivaid noori (25+), ning oleks konkurentsivõimeline ning eristuv senistest turul olijatest. Uueks sümboliks sai valitud luik, kes on Taani rahvuslind (riik, kus brand sündis) ning nimi tuletatud selle pealinnast Kopenhagenist. Samuti on luik väga võimekas lind, kes on suuteline lendama pikki vahemaid, nii nagu ka Hageni elektriline kastiratas. Sõna Hagen tähendab ka liri kultuuris nooruslikust. Saksa kultuuris tähendas see sõna maskit, mis sind kaitseb. Hageni kirjatüüp on inspireeritud vanadest rockmuusika logodest.

Rebranding on olnud edukas ja tänaseks on Hagen ihaldusväärne brand rattahuviliste seas. Nasdaq Baltic aktsiate avalikul esmaspakkumisel kaasas Hagen 7,41 mln eurot, mis oli 14,9 korda enam, kui prognoositud. Tänu heale tootele ja seda toetavale brandingule on saanud Hagenist arvestatav kastirattatootja Euroopas.

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Estonian bicycle manufacturer KP Cyclery decided to produce cargo bikes only, attract new investors and enter international markets.

That needed a new and modern brand that would attract younger (25+) customers, who care about the environment. It also needed to differentiate itself from competitors. Swan was chosen as a new symbol. Why? Because the brand was founded in Denmark, which national bird it is and its name comes from Kopenhagen, which is the capital of Denmark. Swan is also a powerful bird, that could fly long distances, just like a Hagen electric cargo bike. Word Hagen also means a youthful one in old Irish and something that protects you in old German. Lettertype for Hagen is inspired by oldschool rock band logos.

Rebranding has been successful and Hagen is a desirable brand amongst bike enthusiasts. The initial public offering of the company on Nasdaq Baltic raised 7,41m euros, which was 14.9 times more than expected. Today, Hagen is a noticeable player in the EU cargo bike market, thanks to the great product and good branding.