

CLEVELAND CLINIC ABU DHABI CYCLE FOR HEALTH



OVERVIEW

Opened in 2015, Cleveland Clinic Abu Dhabi is an extension of the US-based Cleveland Clinic's Model of Care. Specially designed to bring a higher level of medical care to Middle East, the hospital provides a new level of services to the region.

Cleveland Clinic Abu Dhabi sponsored a popular community cycling project at a location about 30 minutes outside of the city. These weekly sessions had begun to attract performance cyclists due to the setting, and because some young families were uncomfortable cycling alongside them, the project demographic shifted. Upon learning this, Zayed Sports City reached out to the Cleveland Clinic Abu Dhabi team to understand their goals and concerns. The solution was a new element being added to their cycling calendar and the creation of Cycle for Health as an overarching campaign.



OBJECTIVES

Cleveland Clinic Abu Dhabi had established a desire to align their brand with cycling and cycling development in the UAE, so a custom proposal was made that would incorporate activities at Zayed Sports City into the plan. The goal was to create a more family-friendly event that would encourage social and beginner cyclists to attend. The focus was on increasing the customer base of Emiratis and expats with mid to high income, particularly through the family matriarch.

STRATEGY

Creating a free cycling programme for families would allow brand loyalty to develop even before the need for medical services arose. This social cycle concept invited the community to the iconic Zayed Sports City Stadium, where they could borrow bikes with safety gear and ride a 1.9km route around the venue. As the UAE's national stadium, the location linked their new-to-market brand to an established sense of national pride. It offered inclusion without intimidation through a "learn to cycle" element and Spinning® section and provided a small crèche to engage the entire family.

EXECUTION

MAKE PARTICIPATION SIMPLE

Accessibility and inclusion are paramount in order for this Cycle for Health element to achieve its goals. Barriers to entry were addressed to maximise participation. Making the event free opened it up to a much wider base and timing was strategically planned to allow as many people as possible to attend. Easing safety concerns was addressed through safety equipment, lessons being available for new cyclists of all ages and evening Spinning® classes which would remove any risk of a fall. Even the inclusion of a crèche supported this tactic, bringing in families and encouraging parents to participate themselves as their children were cared for.



APPEAL TO MOTHERS

Cleveland Clinic Abu Dhabi understood that in healthcare, the women drive decisions. Attracting the attention of mothers in particular became a key tactic to the success of the event and the design allotted multiple channels, directly and indirectly, to build loyalty with them.

Cycling itself is a sport, and in the region, sports activities are often handled by men. Therefore, a paradigm shift for this project was necessary. Instead, Cycle for Health UAE was positioned as a family-friendly event with multiple activities and cycling at its core. Healthy lifestyle through cycling was key to messaging, thus giving mothers the power to bring their loved ones to the event.



CONNECT WITH THE NATION



Expats and Emiratis alike have a great amount of respect for the UAE and its leaders, and the founding father Sheikh Zayed bin Sultan al Nahyan, receives much of this adoration. Zayed Sports City was created as part of his vision for the health of the nation, and the stadium is heavily tied to this.

This provided a unique leverage point for the project. The stadium is open on few occasions, but these times are highly celebrated. They include official National Day ceremonies, major football tournaments and international live events. It leads to a bit of curiosity and mystery, providing a sought-after opportunity to experience the venue. Further, it put people not in the stands, but on field level, facilitating emotional attachment as part of a small cohort that has been in the same position.

OUTCOMES

89%
UNAIDED
SPONSOR RECALL

4.65 OVERALL
EXPERIENCE
RATING

2,500+
CYCLISTS

72% OF ATTENDEES
BORROWED A BIKE

35% LEARN TO RIDE
PARTICIPANTS

95% LIKELIHOOD
TO RETURN

