

FAT LAD AT THE BACK

'TIME TO CHANGE GEAR'

CASE STUDY

IT'S NOT BORING. PINKY PROMISE.

2022

**MELLOR
& SMITH**



**FAT LAD
AT THE
BACK**

Fat Lad At the Back makes quality gear for all sizes. Yep, that's right, banging cycling gear for every body.

Love handles

Not all cyclists are built like Mo Farah before he's had his breakfast. They have normal bodies, and like to pedal on a weekend for fun. They have love handles, spare tyres, bingo wings, muffin tops.

Fat Lad At The Back was founded by self-proclaimed 'fat lad' Richard Bye after he saw a gap in the market for premium cycling gear, but in real men and women's sizes.

Shrink wrapped chicken

Fat Lad's kit is designed to flatter the physique of 'Mr and Mrs Average'.

Giving confidence to countless non-traditional cyclists so they can happily take to the road. Because nobody wants to feel like a shrink wrapped chicken when they're on their bike.



The challenge

Laying the groundwork

Fat Lad had grown steadily over 5 years using predominantly digital media. Their Facebook, Instagram, and Twitter were on point – along with their search and PPC. Not only that, they had a Facebook community with **60k members** and a decent turnover. A successful business model.

They'd even been on BBC's Dragon's Den, ending in a showdown with Kelly Hoppen. She couldn't understand how they dared to use the word 'fat' in their brand – saying it would alienate audiences. Silly Kelly. Don't be a Susan.

So what was the problem mate?

Fat Lad were getting diminishing returns on their digital media campaigns. In fact they were very typical; as they'd seen 7 or 8 times return for every pound invested in digital.

Stage one becomes stage two

But they'd hit a plateau / ceiling / inflection point. Digital media will take a brand up to the end of stage 1, but to take that step into stage 2, brands need to layer in broadcast media to blast through the ceiling.



Why light a fire?

We often find, it's at that plateauing (oohh fancy!) that brands commission a Fiery Halo.

The Fiery Halo produces 4 campaign ideas, to take to market over 12 months. *Time to Change Gear* was the first campaign out of the traps.

New audience

Fat Lad wanted to branch out from their existing audience. Who were we aiming for? Our strategy focussed on a new audience... *Henrys and Henriettas*.

Henry's, High-Earner-Not-Rich-Yet, are people who are on the way to getting rich and have some luxury cash. They typically live in London, might be married but don't have kids emptying their wallets.

Don't look like a dick

They ride socially and are at the start of their cycling journey; when they go out on their bike they chuck on a rugby jersey; a hoodie; old leggings.

They don't have any of the gear, but they have a sense of humour and don't want to look like a dick on two wheels.



Sunday best

How do we get non-cyclists (and new cyclists) to feel like they're riding in their Sunday best? To get those people to feel good in what they're cycling in. Their best clobber, their finest threads - but with a sense of humour.

Our insight

We realised it's not always the size of the cyclist that's letting them down, it doesn't matter that they're the fat one at the back. It's ultimately the gear they're wearing. THAT'S the problem.

Junk in the trunk

You're not going to cycle at your best if you're constantly tugging at your ill-fitting sweaty thick t-shirt. You're gonna stop after a while if your nipples are chafing. If your junk isn't slotted in nicely, your ride won't be enjoyable.

Look good, feel good

It was *Time to Change Gear*. If they bought a jersey that fitted in all the right places, and it made them feel good about themselves, they'd get on two wheels in a heartbeat. And they'd probably go on to buy more clothing.





The Idea

It was Time to Change Gear.

Every slightly overweight person that's ever got on a bike knows what it's like to tug their top down to hide their tummy, or to see their underwear through their leggings because they're so stretched.

It's not you that's letting yourself down, it's your cyclewear.

We needed a bold, bright idea spread across London.

Working with one of our favourite photographers, Joe Giacomet, we wanted to capture animated expressions of cyclists fed up with wearing inferior cycle gear.

0132 0217

London Buses

JCDecaux

Cyclewear letting you down?

**TIME
TO
CHANGE
GEAR.**



 **FAT LAD
AT THE
BACK**

JCDecaux

Cyclewear letting you down?

**TIME
TO
CHANGE
GEAR.**



 **FAT LAD
AT THE
BACK**

Smart planning

Clever stuff

Our media agency, [JKO Collective](#), used phone data from EE (Geo-planning) that cross-referenced data from web visits, to create hotspots all over London. Increasing our chances of being seen by our Henrys and Henriettas.

OOH short bursts in Summer 2022, the six-sheets were emblazoned on streets all over London. Two weeks on, two weeks off, two weeks on, sleep, eat, repeat.

Integrated, top to bottom

This improves our chances of building 'share of mind' in the audience. They see it, then we tickle them again 2 weeks later. Barmy advertising psychology that works, and saves the client some moolah.

The OOH was supported by: social media, direct mail, PPC and search. There were also some rather lovely short animations with plenty of pop.

Twinkle in the eye

It needed a personality, and our art direction did just that. A flood of colour, normal models with facial expressions to really connect with the audience. It's tongue-in cheek. Lovely jubbly.



The results

More engagement on their socials than ever before, and their website went red-hot with activity.

We created a 135% increase in web traffic to the Fat Lad site.

The goal was to build salience within a new audience and we nailed it. All the graphs went up.

“Mellor&Smith took the time to really understand what had historically made our brand tick. And they’ve since elevated us onto a whole new level.”

Lynn Bye, Managing Director and Boss Lady

Building the brand. Lighting the halo. Getting famous.



MELLORANDSMITH.COM



London, HQ



81 Southwark Street
London
SE1 0HX
United Kingdom

Switzerland



12 Rue Ia-Corbusier
1208
Geneve
Switzerland

France



66 Rue Noblemaire
Talloires
74290
France

London bat-phone



+44 (0)203 633 2153

Send funny GIFs to



magic@mellorandsmith.com