



DIGITAL LAUNCH EVENT

VANMOOF X RESN

Contact: Jena Fenwick — jena@resn.co.nz

By Resn Amsterdam / 8 October, 2020



VANMOOF

DIGITAL LAUNCH EVENT



Producers of high-end city e-bikes, Dutch brand VanMoof had planned to launch their new S3 and X3 to the world during a physical event in 2020. With it cancelled due to Covid-19, Resn was asked to redefine their event for a digital audience in an entirely new way.



Redefining the concept of a launch event, we created an online platform combining live streaming, short films, interactive 3D and live video Q&A to launch the new VanMoof e-bikes to thousands of global fans.

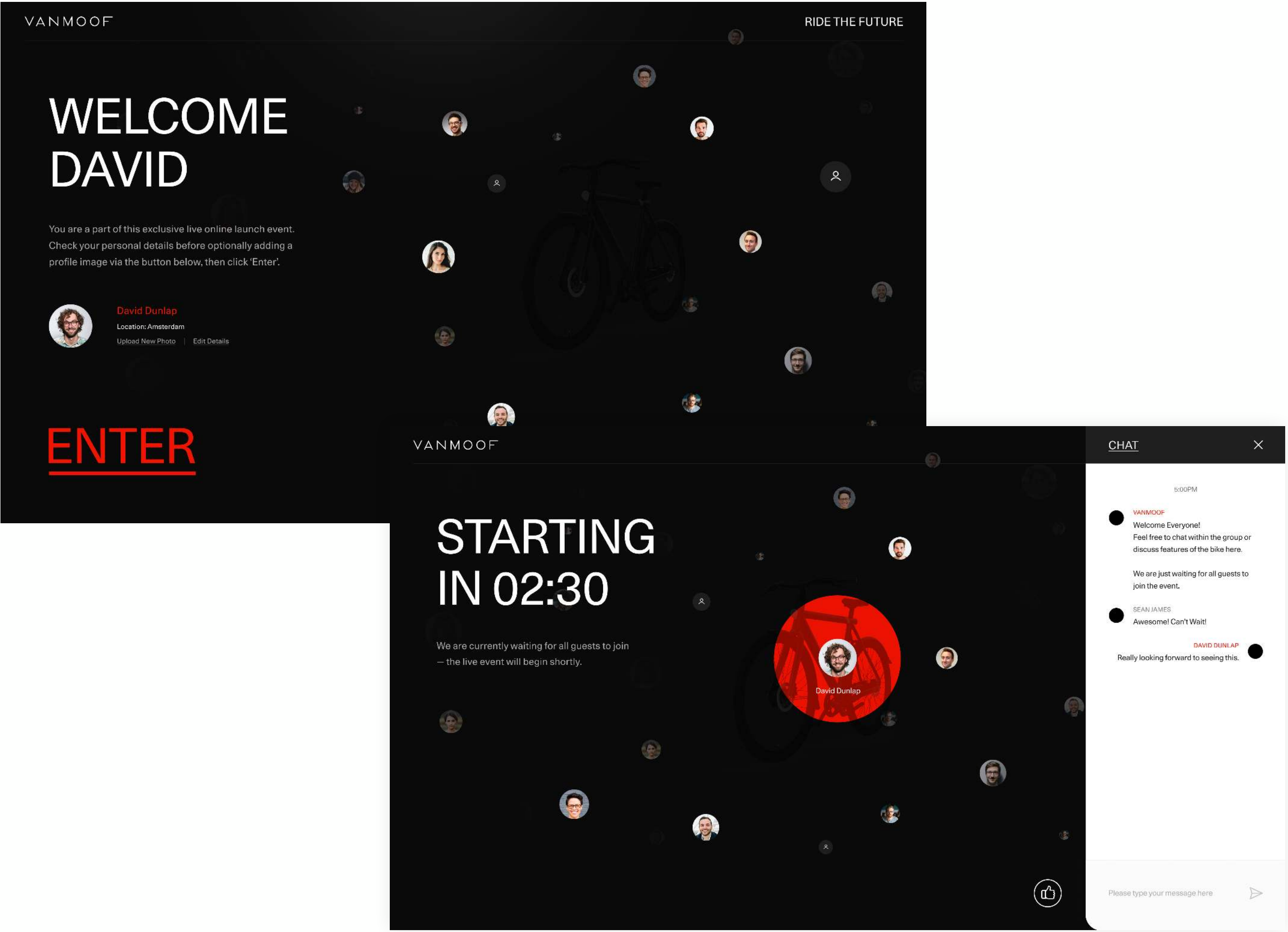
Case Study - <https://vimeo.com/415106966>

VANMOOF

1

Guest Invites Lead to a Group Countdown

Invites were sent out to Press and VIPs ahead of time to create a profile. Shortly before the event began, a countdown was displayed and guests could chat and interact with each other.

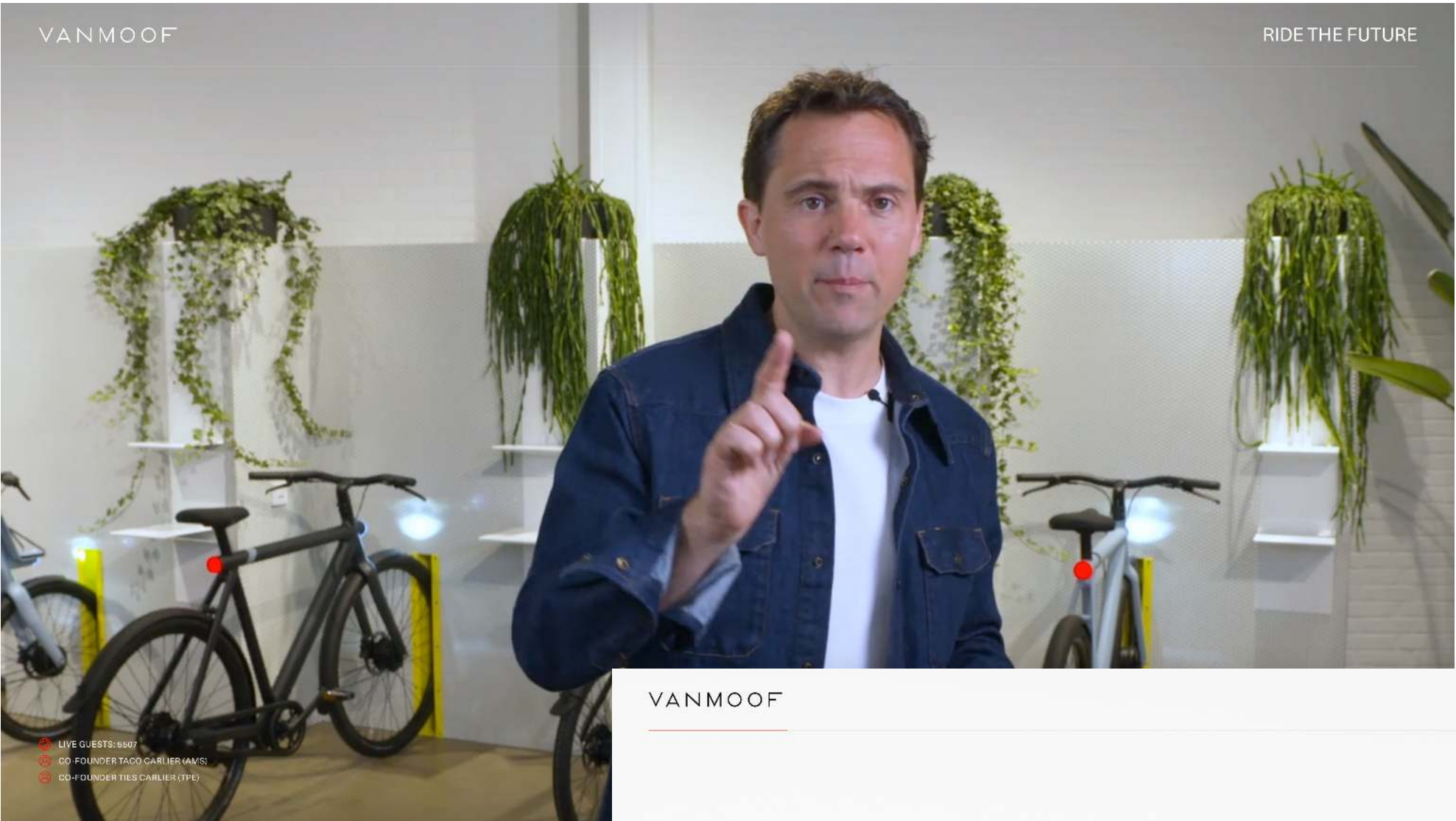




2

Co-Founder Video Intros & Product Reveal

The show kicked off with video introductions by the two VanMoof Co-founders in Taipei and Amsterdam. The bikes were then revealed through a high-end CGI film, before users could explore the bikes in real-time 3D.

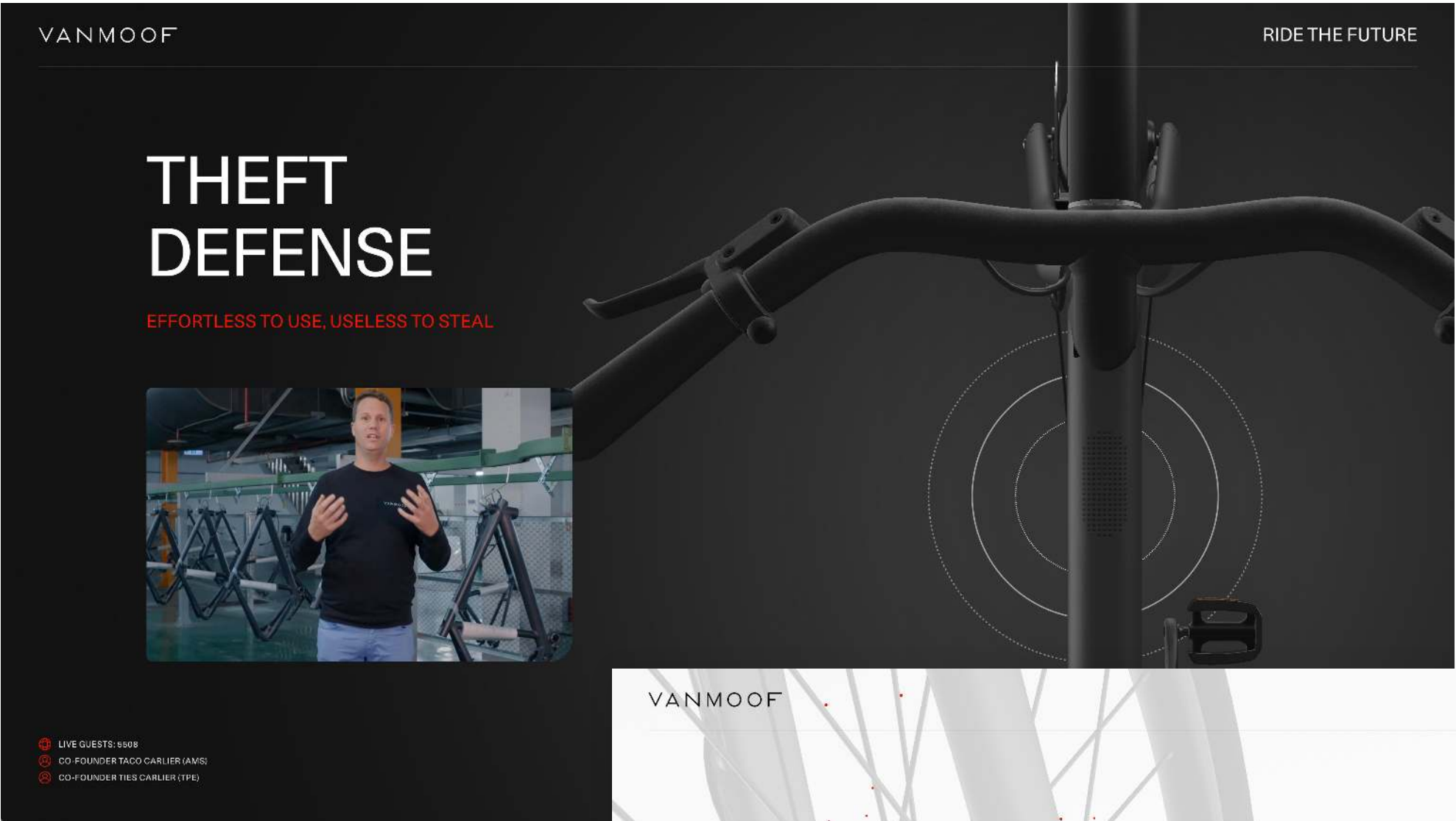




3

Interactive Keynote & Tech Features

We then took guests into an interactive keynote, highlighting the main tech features with video, 3D and audio. As the Co-Founder explained each feature, you could see the component on the bike and interact with it.

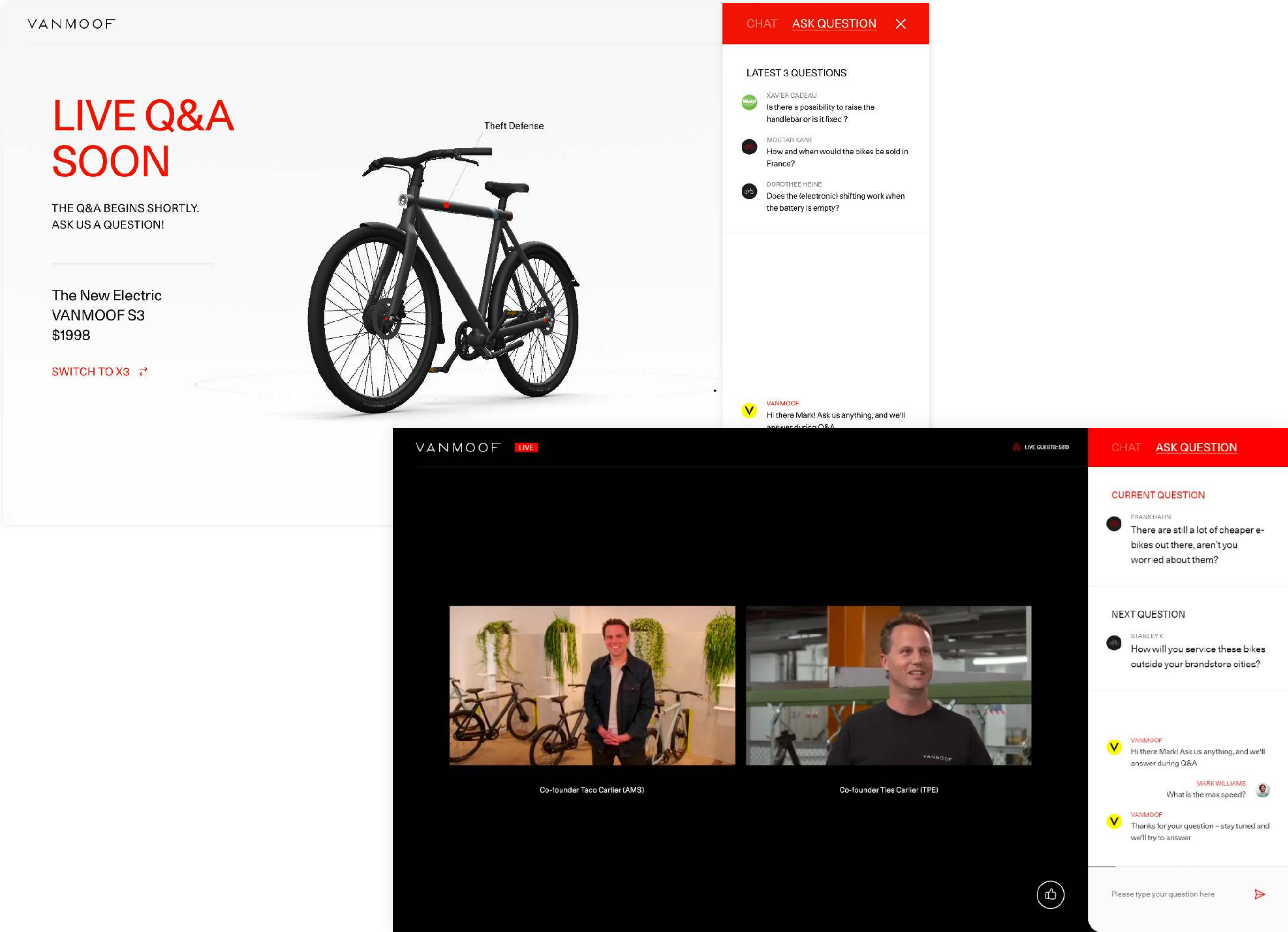


4

Livestream Video Q&A Across Two Locations

At any moment, guests could ask any questions they had directly to VanMoof.

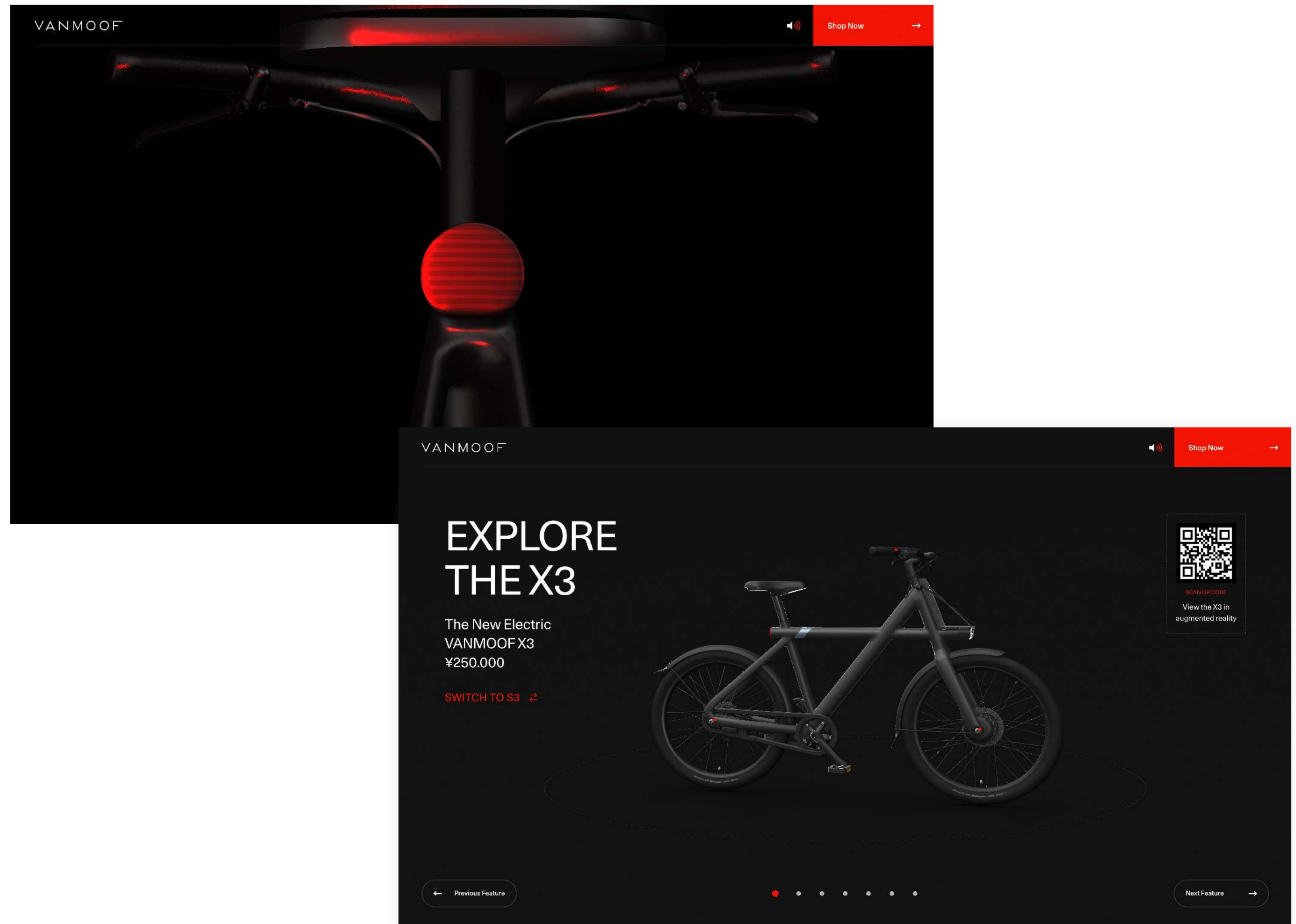
We built a custom interface for VanMoof to filter the questions which were answered live at the end by both Co-Founders.



5

Post Event Website, Shop Bikes & Mobile AR

At the end of the digital launch event, the site transformed into a post event version. From here, guests could shop the bikes, explore the features again or view the bikes in AR directly on their mobile devices.



4440

Bike Sales in 24 Hours

20%[↑]

2020 Sales Above Target

6000 +

Live Event Viewers

2000 +

2000+ Questions Asked



THANK YOU

Contact: Jena Fenwick — jena@resn.co.nz

By Resn Amsterdam / 8 October, 2020