

HOME FURNISHINGS

## Hansgrohe helps pro cyclists get wet in new campaign

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*Hansgrohe's new campaign features the BORA-Hansgrohe cycling team. Image credit: Hansgrohe*

By SARAH RAMIREZ

German shower and bathroom fixture maker Hansgrohe is launching a new 360-degree media campaign in the hopes of introducing audiences the brand's two spheres: water and cycling.

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In the buildup to the 2018 Tour de France, Hansgrohe teamed up with four champion cyclists for its new television campaign, "A Daily Dose of Energy." The brand also released a mobile application that lets fans follow the Bora-Hansgrohe cycling team during the Tour de France, as well as play mobile games to win prizes.

"For Hansgrohe as a global brand our showerheads and fixtures are available in over 140 countries the nearly year-round and international presence of competitive cycling was the decisive factor [in sponsoring a cycling team]," said Astrid Bachmann, public relations lead for **Hansgrohe**. "The media reach of competitive cycling and the team lends additional charisma to its brand profile."

### Power of water

Bora is a maker of high-end cooking systems, and similarly to Hansgrohe, is based in Germany. Together, the two brands sponsor a cycling team.

"A Daily Dose of Energy" begins with the Bora-Hansgrohe world cycling team riding through the countryside and small towns.

The team's journey is full of turns, hills and under the bright sun. After their grueling preparations, one by one, four cyclists are seen taking relaxing showers.

A Hansgrohe rainfall shower head with steady water pressure is featured as a key part of the shower.

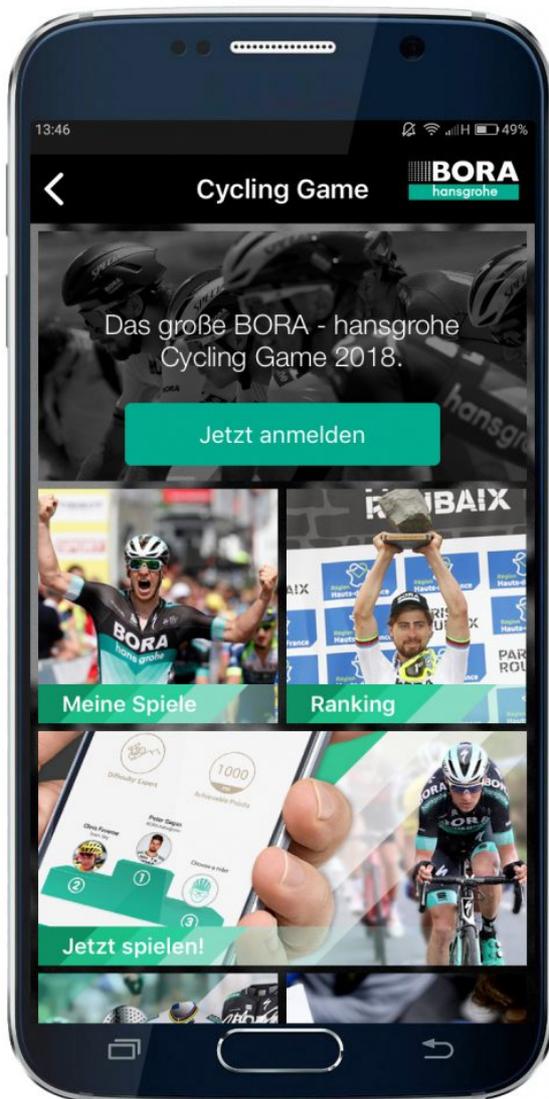
*The Bora-Hansgrohe cycling team unwinds under a Hansgrohe shower head in a new campaign*

Among the featured riders is Peter Sagan, who was the sole ambassador of Hansgrohe's 2017 campaign. Hansgrohe has also released a limited-edition hand shower with Mr. Sagan's original logo.

As the short video ends, the sole focus is on Hansgrohe's shower and the cleansing power of water.

"The inspiration behind this year's campaign 'Your daily dose of energy' was to accompany athletes through various purposes of showering," said Ms. Bachmann. "Morning showers to wake up, after sports showers to rejuvenate and clean up and good-night showers to calm down and get a good night's rest."

A Bora-Hansgrohe app is also available for cycling fans to download. It allows users to track each stage of the Tour de France, and also includes news, team information, a race center, games and a fan shop.



*The Bora-Hansgrohe team app encourages users to play games and win prizes. Image credit: Hansgrohe*

To win prizes, users must predict the results for each stage of the Tour de France, as well as answer bonus questions about the two team sponsors. This encourages participants to learn more about the brands and engage with them.

"The BORA-Hansgrohe team app is basically an offer from the team to inform and include our most serious cycling fans on the daily routines, races, etc. of the team," Ms. Bachmann said.

Among the prizes are tickets to the 2019 Tour de France, an autographed team jersey and the limited-edition Peter Sagan hand shower.

### **Tour de marketing**

Hansgrohe's use of an app to build fan engagement is a creative move in an industry that has been slower to embrace ecommerce.

Innovation is a key pillar of the Hansgrohe product development. Hansgrohe claims responsibility for the first adjustable shower head and bringing the first kitchen mixer with pull-out spray to market.

Keeping aesthetics at heart as well, the brand has collaborated with designers such as Philippe Starck, Jean-Marie

Massaud and Barber & Osgerby over the years ([see story](#)).

The Tour de France is also a valuable marketing opportunity for many luxury brands.

Since the race spreads across most of July, many brands can create extended promotions. As luxury brands link themselves to the event, which runs this year from Jul. 7 to Jul. 29, a wider audience will likely be reached ([see story](#)).

"There is a large overlap between cycling fans and the Hansgrohe premium brand target group. At the same time, people strongly identify with athletes and their sport," Hansgrohe's Ms. Bachmann said. "Our 'Meet the beauty of water' campaign aims at creating that same emotional bond between the consumer and Hansgrohe."

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