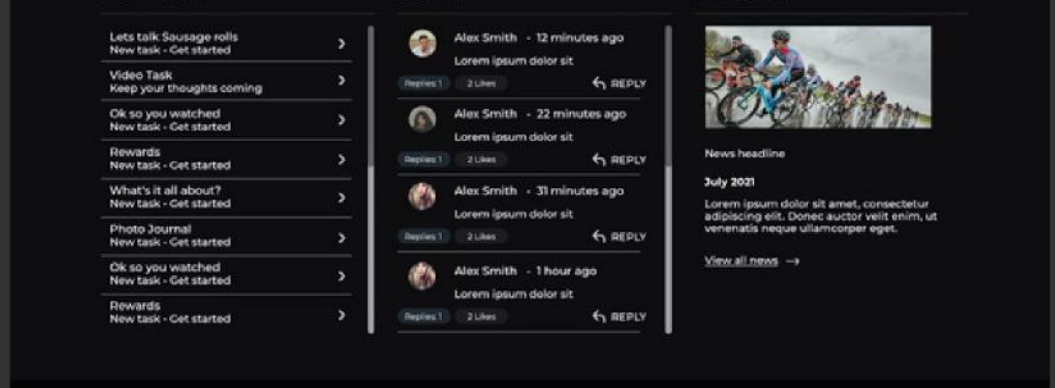
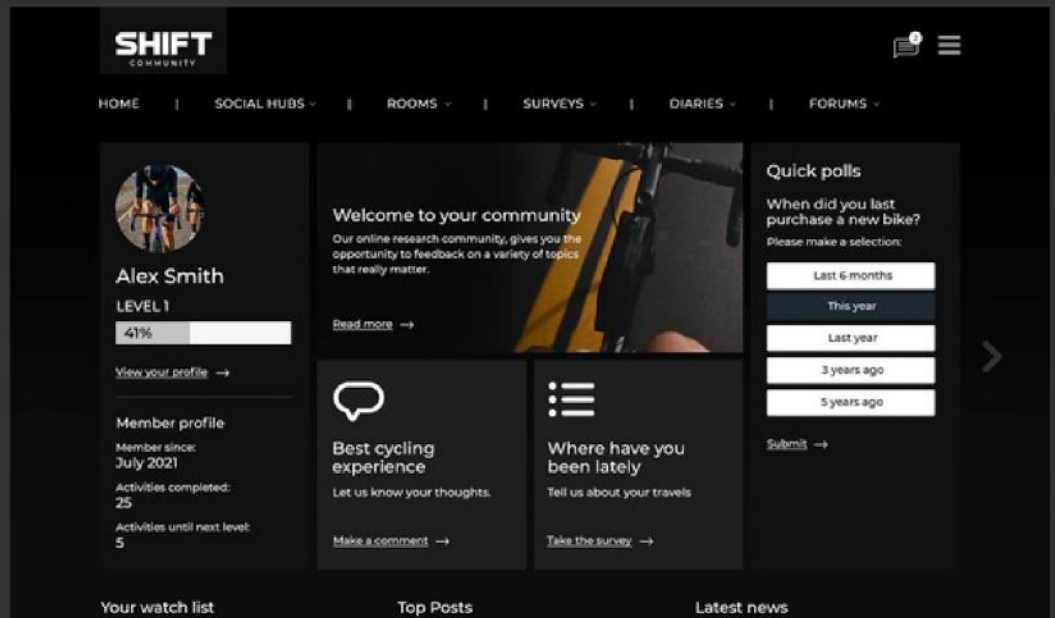
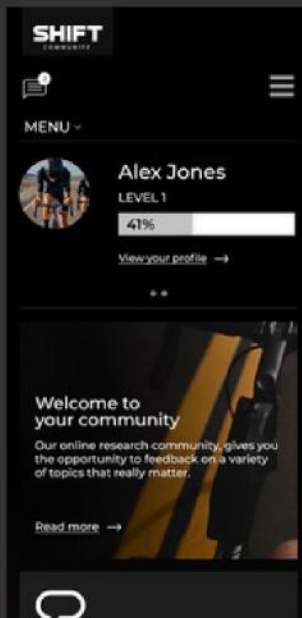
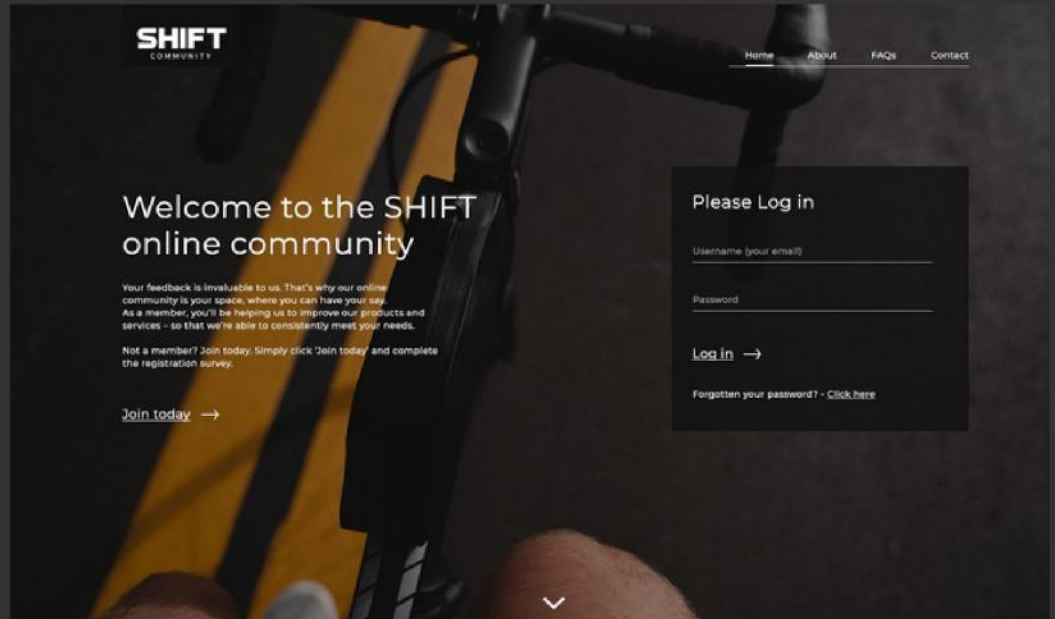



SHIFT

Some design examples from an online community website for Shift. We tried to encompass the brand and have elements related to speed and cycling without it being too in your face.






What's been happening on the SHIFT community this month?


Hi Alex,

Welcome to the first edition of the SHIFT community Monthly newsletter. Find out about all the great activities we've been running and some of the great feedback you've given us.




How has your feedback helped?

Find out more



Things you can do right now!

Take part



Member of the month

Find out more


Many thanks,
The SHIFT Community team



If you're having any problems logging in, you can [reset your password here](#) or get in touch through our [Contact Us](#) form.

SHIFT


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Alex Smith
LEVEL 1
41%

[View your profile](#) →

Member profile
Member since: July 2021
Activities completed: 25
Activities until next level: 5

Welcome to your community
Our online research community, gives you the opportunity to feedback on a variety of topics that really matter.

[Read more](#) →

Quick polls

When did you last purchase a new bike?
Please make a selection:

Last 6 months

This year

Last year

3 years ago

5 years ago

[Submit](#) →

Best cycling experience
Let us know your thoughts.

[Make a comment](#) →

Where have you been lately
Tell us about your travels

[Take the survey](#) →


Your watch list

- Lets talk Sausage rolls
New task - Get started
- Video Task
Keep your thoughts coming
- Ok so you watched
New task - Get started
- Rewards
New task - Get started
- What's it all about?
New task - Get started
- Photo Journal
New task - Get started
- Ok so you watched
New task - Get started
- Rewards
New task - Get started

Top Posts

- Alex Smith - 12 minutes ago
Lorem ipsum dolor sit
2 Replies | 2 Likes | [REPLY](#)
- Alex Smith - 22 minutes ago
Lorem ipsum dolor sit
2 Replies | 2 Likes | [REPLY](#)
- Alex Smith - 31 minutes ago
Lorem ipsum dolor sit
2 Replies | 2 Likes | [REPLY](#)
- Alex Smith - 1 hour ago
Lorem ipsum dolor sit
2 Replies | 2 Likes | [REPLY](#)

Latest news



News headline
July 2021
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec auctor velit enim, ut venenatis neque ullamcorper eget.

[View all news](#) →

SHIFT

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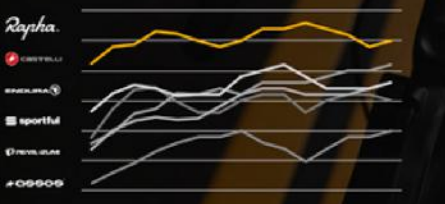
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Cycling clothing brand tracker

Overall Satisfaction




Performance on Brand Metrics



"Colour the Road Ahead" campaign

[View the campaign here](#) →



- 67%** Yes, I have seen this advert previously
45-54s, females
- 14%** I have seen an advert similar to this previously
35-44s Males
- 18%** No, I have not seen an advert like this previously
60s, males

Creative standout

- Stands out as very different
- Not very different but stands out a little
- Stands out as somewhat different
- Stands out as very different

