



## **2023 WPP TALENT AWARD**

### **Brief 5 – Ducati Scrambler Campaign**

#### **Brief**

Increase the percentage of female riders for Ducati Scrambler brand.

#### **Context**

Imagine someone riding a motorcycle. Did you imagine a man?

The world of motorcycles has been for many years a masculine world. Even though women getting into this world isn't news, data says they're still only 20%\* of motorcycle owners.

\*USA Market data on motorcycle ownership and gender.

#### **Who is Ducati**

Riding a Ducati is one of the most exhilarating things you can do. Style, Sophistication, and Performance are the core values of the brand. Within it, the Ducati Scrambler already a welcoming entry point to the brand. It embodies the essence of motorcycling and a world full of freedom, expressiveness and colour. A unique blend of authenticity, lifestyle and modern design.

For further information about Ducati see <https://www.ducati.com/it/it/home>

For further information about Scrambler see <https://scramblerducati.com/ww/>

#### **Communication target**

Women, with a focus on a younger cohort (25 to 40 yo).

#### **Possible Insights**

- Many women get their first motorcycle experience in the back seat. Some with their dad, some with their partner or just taking a ride with a friend. But for these women, seeing the world over the shoulders of someone else isn't enough, they can start dreaming to take control of their direction and their view, getting their own front seat.

#### **Idea in a sentence**

*Trading Seats*

#### **Goals**

- Increase Ducati Scrambler model Brand Awareness among female target;
- Increase female community engagement on Ducati Scrambler social channels;
- Increase number of female test rides on dealers;
- Communicate Ducati Scrambler as relevant and attractive for the female audience, sparking a renewed passion for motorcycle in the new generation.



## **Deliverables**

Create a concept and design an experiential campaign for Ducati Scrambler with a strong focus on community activities, dealer retails and social media.