



2023 WPP TALENT AWARD

Brief 6 – Ducati Scrambler Test Ride

Brief

Make the Ducati Scrambler test ride more appealing to bring young people into the 2 wheels world.

Context

Riding a motorcycle is one of the most exhilarating things you can do. However, the younger audience is getting more and more distant from the 2 wheels world. The adrenaline and the freedom that motorcycle can give you is unique, but as many things in life, it's something you can only understand if you try.

Who is Ducati and Ducati Scrambler

Consider Ducati Scrambler as the essence of motorcycling and a world full of freedom, joy and self-expression. Style, Sophistication, and Performance are the core values of the brand. Ducati motorcycles are the purest expression of refined engineering, unmistakable design, and, above all, great passion.

For further information about:

- Ducati, see <https://www.ducati.com/it/it/home>
- Scrambler, see <https://scramblerducati.com/>
- Ducati Dealers, see <https://www.ducati.com/ww/en/dealers>
- Ducati Test Ride, see <https://contact.ducati.com/it/it/light/contact/test-ride>

Communication target

Young (25 to 45yo) people who have a license to ride motorcycles, but are unsure if a Ducati is for them

Possible Insights

Right now, a test ride is more of a chore than an experience. There's a form on a white background, there's emailing and scheduling, the experience at the dealership is a bit cold, and just like that it's over. If we want to light up a passion, it has to start from the moment zero, because buying a Ducati isn't buying a means of transportation, it's a gateway to a whole new world.

Idea in a sentence

Ducati Scrambler: the Ducati gateway

Goals

- Create something that helps riders remember their experience;
- Increase the number of test rides booked by younger people;
- Increase the number of mentions of the Test Ride in social media;
- Increase the test ride/sales conversion rate;



Deliverables

Make the Ducati Scrambler Test Ride experience more appealing to get younger people (25-45) excited about it and falling in love with the 2 wheels world. Please consider both events run by Ducati and test rides at dealerships (who are not all exclusive Ducati, and also carry other brands).

The expected deliverable is a creative concept that will reinterpret the Ducati test ride experience to make it appealing to young people. This might be a campaign, a series of events or a renewed Test Ride experience (or anything else you can think of).

It's possible to add the collaterals if needed to reach that objective such as additional communication initiatives.