

- Product :Yamaha YSZ 16
- Launch : April 09

## THE SITUATION

- Nokia Yamaha was ready to launch its new bike: YSZ – 16.
- The product was positioned on the attributes of sleek, attractive looks and the speed it can achieve.
- The brand needed to display the product in all its glory , in a manner attractive enough to excite the user even if he doesn't visit a showroom

### Target audience

- Young men, with propensity to buy a high end bike
- Position – looks and speed

## THE CHALLENGE

Grab eyeballs, position the new bike as a bold, attractive new option to the upwardly mobile, internet user



## THE SOLUTION

- *Grab attention by taking over the site.*
- We created a site push triggered by user clicks. The ad that loaded, displayed the bike prominently , along with multiple tabs showcasing the product attributes

## THE RESULTS

- The format used encouraged user interactivity and interaction with the product. There were over 5000 user initiated interactions, 2.5% of all people who viewed the communication!