



Product :Yamaha YSZ 16

Launch : April 09

THE SITUATION

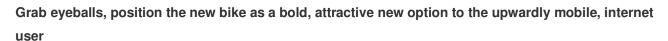
Nokia Yamaha was ready to launch its new bike: YSZ – 16.

- 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



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!

