

Battistinis

The ask

Battistinis build bikes. Beautiful bikes. To be accurate, they build beautiful custom Harleys. We were asked to conceive a campaign to boost their profile, and in turn sales, based upon a celebration of their 12 years in the industry and their successful association with Arlen and Cory Ness, the legendary American custom aftermarket specialists.

The task

We knew what we had to do – produce a beautiful campaign; an integrated campaign centred upon the beauty of the product and of the experience. After distilling the core theme – one of a kind – we produced a brochure that came as close as possible on a flat page to capturing that beauty. Designed to showcase the product and act as a catalogue for bespoke accessories, the brochure was supported by a new website developed to enable online ordering. We also produced a stunning exhibition stand for the UK which was taken over to the Cincinnati V-twin motorcycle show, a direct mail piece and a magazine campaign.

The proof

Battistinis was thrilled and called our campaign “a game changer”. The 3,500 brochures distributed in the first four months alone helped to radically change perception amongst current customers and generate a 60% sales growth in the first year! Ahh... the beauty of it all.

**bentley
holland**