

ONE OF A KIND

battistinis

ONE OF A KIND

ONE OF A KIND



Battistinis

The ask

Will it work in 3D? One of the most important elements of the integrated campaign we developed for Battistinis, builder of beautiful custom Harleys, was the exhibition stand. As so much motorcycle business is conducted at shows and exhibitions, notorious for the number of good looking and technologically-advanced machines competing for attention, an impactful stand is a must.

The task

We had two things going for us. A beautiful product that few fellow exhibitors could come close to, and a striking campaign centred upon beauty: of the product and of the experience. Our six-screened curved mobile exhibition stand was a knockout. Its design speaks for itself. Originally built for use in the UK, Battistinis took it all the way to the Cincinnati V-twin motorcycle show, where it was also a big hit.

The proof

A vital element of a campaign that helped Battistinis record a 60% sales increase in the first year. Enough said.

**bentley
holland**