



## Battistinis

### The ask

Two wheels move the soul. The Harley-Davidson community is incredibly tight-knit, with members regularly getting together for events, rallies, or simply to compare the latest chrome additions. A key player in this community is Battistinis – an established custom-bike-building company in the UK. Having recently completed their branding and marketing campaign, which went down a storm, we were asked to strengthen their brand even further by rolling out their new look online.

### The task

Capture beauty and function – in a website. We built an e-commerce function so customers could buy Battistinis' small but popular custom parts online, and created a gallery that featured detailed specs and high-resolution images of all their custom-built bikes. Each part of the site was fully optimised with clear and easy-to-use navigation, and an integrated search facility. Finally, to strengthen their position, tap into the bikers' community and actively encourage and maintain customer relationships, we created a members' forum, blog and events section that could be regularly updated.

### The proof

With a permanent online presence, Battistinis' brand continues to go from strength to strength, especially now they have a foothold in the American market. Oh, and have we mentioned their 60% sales growth in Year One?

**bentley  
holland**