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Piaggio Scooters

Benissimo! Lifestyle based communications transform conversion rates for iconic scooter company



The Story

Everyone loves the Vespa brand, and owners will not be parted from their beloved scooter. But getting people to buy their first one is a different matter. Piaggio found prospect conversion rates worryingly low and it was our job to increase new customer acquisition through their dealer network.

Through indepth research into Piaggio's UK customers and prospects we developed an understanding of what motivates the right people to take the leap from being a brand lover to becoming a fully-fledged scooter owner.

We used this insight to revolutionise the conversion process by creating a concept called Freedom which communicated both the lifestyle thrill and the practical benefits of converting to two wheels. We commissioned original photography showing how the Vespa is just as much at home in the British urban landscape as the Italian.

There was an offline infazine and an online interactive website to help prospects understand the benefits of scootering and to select the precise model suited to them.

By bringing the Vespa experience to life there was an enormous improvement in prospect conversion rates which improved by over 1,000%!

Client: Piaggio
Skills: Creative concept, art direction, direct mail, email, web, publishing

Find out more

To talk about how AHK can help you resolve your own marketing challenge, David Hearn on 020 8541 4222 or david.hearn@andersonhearnkeene.co.uk.

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