

On yer bike!

Aprilia

How do you get people to take a scooter, and not the Tube? That was Aprilia's challenge when they asked us to raise awareness of their scooter range with London's many commuters.

Probably not everyone's choice when it's raining, but the freedom and simplicity - not to mention the cost savings - of riding a scooter, as opposed to using the City's often chaotic transport system, has obvious appeal.

We created a campaign called 'Scooter Power', and produced a series of advertisements illustrating just when and where a scooter would provide an attractive alternative to public transport.

The vibrant, highly distinctive graphic style of the advertisements produced high levels of recall and saw sales increase across the Capital.

What we delivered

Advertising campaign

Direct mail campaign

Online campaign

Micro site

Relevant experience

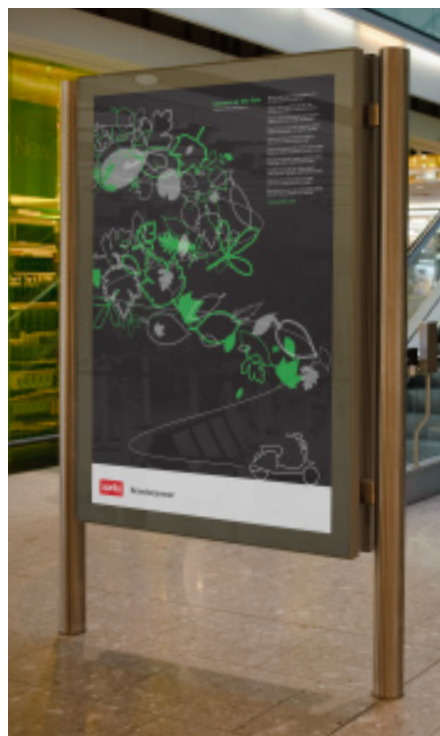
Marketing communications



Fight or Flight

Poems on the Underground

Round and round the Underground  
It's early yet I'll be just fine  
Round and round the Circle Line  
Is that your Metro? Pass some time  
Round and round almost at Crescent  
Getting hot now, most unpleasant  
Round and round with unknown faces  
Bodies squeezed into tighter spaces  
Round and round stations pass by  
Stuck in a tunnel, let out a sight  
Round and round stand clear of the door!  
Move on down, squeeze on some more  
Round and round, bored, read the news  
Nice big scuff on brand new shoes  
Round and round not looking good  
Train held at Highgate, alternative route?  
Round and round going to be late  
Can't find Oyster, stuck at a gate  
Round and round, day now getting silly  
Should have just taken my Aprilia.



If you would like more information about how Cauldron can help you with your next communications challenge, please contact:

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