

Zero Motorcycles Experience Electric Tour

Background

Zero Motorcycles was looking to establish itself as the premier leader in the electric motorcycles category. A national test-drive tour was created in an effort to gain brand awareness and get people to test ride their all-electric motorbikes. With low awareness for the Zero brand, the Experience Electric Tour sought to attract potential buyers from all over Denver to attend this two-day event.

Objective

Use enhanced billboard production along with other media to showcase Zero Motorcycles all-electric features. The target demographics are below:

- Male
- 21-50
- Active lifestyle
- Outdoors enthusiasts
- Environmentally conscious

Strategy

To capture motorcycle riders from all across Denver, the campaign utilized billboards, posters, radio, and projections, with radio as the voice. Comparing several different tour markets, it was determined that Denver was the strongest market to activate multiple media options based on several factors – including timing, target demographics, and other metrics such as CPM and population. Compared to markets without OOH in their media plan, the Denver market received 20-200% more riders.

Plan Details

Market: Denver, CO

Flight Dates: July 12th, 2021–August 8th, 2021

OOH Format: Bulletins

Additional Media Formats Used: N/A

Target Audience: 21-50

Budget: \$50K



Results/Testimonials

Chris Metcalfe (VP of Marketing for Zero Motorcycles):

“We knew we had to do something that is dynamic and not something you would just pass by. We needed something that is smart and will be memorable and we got just that!”