



Client: Ducati

A global leader in world's finest and most sought after motorcycles. I chose Ducati because I cannot wait to own one once I get a decent job.

Business Objective

To create a viral advertising model for the latest line of Ducati Monsters (1100, 1100 S, 696) centered on customizing the Monster's easily removable body panels.

Target Audience

70% of Ducati's audience is male, 30% female. The bulk of the audience fall between the ages of 18 and 50, though over 24 year olds make up a majority of that number. Almost 90% of the audience is urban. In addition, most of the audience is educated - have at least one basic degree. The largest percentage - are professionals, with a further 30% saying they are students. A majority of this audience are independent, frequent riders. A whopping 91% of Ducati's riders frequently use the internet as a source of information and inspiration.

Concept

"Monster Pnl" (Monster Play & Inspire) will be the concept that drives the design and functionality of the Ducati Monster microsite. Fitting well with the Ducati's "get in touch with your inner wild one" attitude, this concept provides a creative playground of a microsite that enables Ducati Monster's audience to learn about the engine, tech specs and the body of Monster and customize a Monster model of their choice. Once customized, audience will be able to inspire their friends by posting the customized Monster pictures to their facebook, twitter and other social networking pages. The goal of this site is to get the target audience to experience the fun of customizing and sharing their dreams with friends and family hence helping Ducati create the viral marketing for Monsters. The site will also include galleries of images and videos of featured Monsters.

Navigation, Information and Interactive Elements

Night time land and cityscapes (photographic or stylized) with a very urban feel will provide the backdrop for the main navigation of the site with sub menus tucked inside individual pages. For example: the 'engine' navigation item will open up a page that will have all things about the engine and an 'X' to take the user back to the main navigation page. The main navigation itself will have lots of movement into a single or two-point perspective cityscape with the main navigation buttons (engine, tech specs, Pnl, machine, gallery etc) sprinkled throughout the city. Within the 'customize' page of the site, the user will be able to select from a set of colors and graphics that are then used to dress and display the bike. Once the user is happy with their creation, they will be able to share on facebook, twitter, email etc. A fast-paced animation will provide transitions from main page to sub-pages.