



A **Triumph**-ant launch on two wheels.

(This is a fictional Mixed Media campaign; Triumph is not, to my knowledge, planning an e-bike launch.)

The classic English motorcycle brand Triumph is launching an electric commuter bike to complement its range of street bikes, featuring a sleek, agile design that makes it easy to navigate traffic and find parking in suburbs and urban environments.

This is a presentation of how the campaign's layout could look.



Target Group and Timing

The electric motorcycle is primarily aimed at men and women aged 25–45 in urban environments across Europe who are interested in sustainability, innovation, and new technology and have access to charging infrastructure. But also for those who want to avoid car tolls and take into account any environmental zones in big cities where electric vehicles are rewarded.

The target group is niche and likes to be exclusive; they have fought hard and paid dearly for their driving licenses. They love to film, take pictures, discuss, and share their adventures and motorcycles via SoMe. They often have several motorcycles for different purposes and thus subscribe to different types of motorcycle magazines. They also like to preach about the greatness of the motorcycle life (although some groups do not want to know anything about anything other than their particular type of motorcycle) and love to recruit their children or other acquaintances into the world of motorcycles.

With this good customer insight, and to ensure that we do not drown among all the competition, we choose to start the launch already in November the year before the season starts (the season starts between February and May depending on which country you live in) by using SoMe (Instagram & Facebook) and by reinforcing and supplementing with print advertising and articles from journalists and other active drivers.

Selected channels: Digital and Print

Analysis, strategy, and collaboration between channels

With its 1.4 million European followers and well-known racing celebrities who contribute an additional 1 million followers via Instagram and Facebook, in its stable. The campaign will most likely be most effective if you choose SoMe in combination with Print in industry magazines.

SoMe and Print advertising complement each other by combining both breadth and precision. While SoMe generates immediate traffic from a digitally active target group, print advertising offers a more lasting, more serious impression with a niche audience and also strengthens the brand overall. This creates the conditions for a balanced strategy in which digital and traditional media reinforce each other's effects.

The Scenario

- SoMe - creates buzz and drives traffic to landing pages.
- Print - strengthens credibility and the premium feel with ads and articles in motorcycle magazines.
- QR codes in print ads that link to exclusive content on Instagram or Facebook offer a strong basis for engagement, e.g., competitions or behind-the-scenes material.

The Synergy

- Print ads with QR codes can link to an Instagram campaign that encourages users to share their own photos or ideas of what they can do with the motorcycle under a unique hashtag.
- Create a storytelling strategy that aligns with the social media message, with newspaper articles reinforcing it.

Strengths and weaknesses: Social media (Instagram and Facebook)

Strengths:

- High reach and scalability.
- Using film and reel sharing, the distribution becomes repetitive.
- Measurable results in real time (engagement, clicks, conversions).
- Ability to quickly test, adjust, and optimise the campaign.

Unique features and capabilities:

- Direct interaction with the target audience.
- Targeted ads based on demographic and behavioural data.
- Real-time updates and the potential to go viral.
- Create awareness and engagement through visually attractive content.
- Generate leads via clicks to a landing page or product store.
- Build a community of enthusiasts.

Traffic generation:

- Paid ads and sponsored posts targeted to specific interests.
- Organic posts and campaigns to drive traffic to a dedicated website or product store.

Weaknesses:

- Competition for user attention.
- Requires continuous content creation.
- Platform algorithms can limit organic reach.

Strengths and Weaknesses Print (Trade magazines)

Strengths

- Good platform for building brand awareness in specific niches.
- Less competition for attention compared to digital platforms.
- Makes a longer-lasting impression.
- Good foundation for storytelling and for increasing curiosity by attracting customers to actively seek more information.

Unique features and capabilities:

- Gives a sense of authority and credibility.
- Reaches the target audience in a context where they are already interested (e.g., motorcycle magazines).
- A long lifespan for a printed ad means it can be viewed multiple times.
- Positions the electric motorcycle as a premium and innovative choice.
- Strengthens the brand through high-quality visuals and interesting articles.

Traffic generation:

- By including QR codes or specific campaign URLs, print ads can be linked to digital resources such as landing pages, Instagram or Facebook.

Weaknesses:

- Very limited measurement capabilities (harder to track ROI directly).
- Longer lead times for production and publishing.
- Unable to adjust in real time.
- Higher cost per exposure.

Campaign plan

We divide it into three phases, with the first focusing on creating “Buzz” - making people realise that something exciting and innovative is happening. To then engage, enable, and further explain in phase two. The third phase focuses on closing and persuading with more concrete offers.

The video campaigns will be “localised” and uploaded to Triumph’s Instagram and Facebook pages. But also on each Triumph influencer and retailer's Instagram in different countries, so they can be easily and immediately optimised or adjusted based on each country, retailer, and influencer's response.

First Phase: Awareness

- **Digital:** Video campaigns and reels on Instagram and Facebook highlighting the motorcycle’s design and technology.
- **Print:** Full-page ads in popular motorcycle magazines highlighting USPs (unique selling points)

Second phase: Engagement

- **Digital:** Encourage users to share their dream trip or how they think everyday life could be with the electric motorcycle on social media with a competition component - e.g., Win an exclusive trip to Spain and test ride the new electric bike. Introduce the dealers who will have first access to the motorcycles on site for sale or test-riding. Use influencers or regular motorcyclists who film themselves riding the bike in different environments, performing different tricks, or sharing a little about their impressions or what they plan to use the bike for.
- **Print:** Report in newspapers with additional technical specifications, stories & reviews from riders.

Third phase: Conversion

- **Digital:** Retargeting advertising on social media for those who have visited the website via QR codes.
- **Print:** Promotional codes in ads for discounts or exclusive offers.

Potential KPIs and measurement tools

Digital:

- Reach and impressions (Meta Ads Manager).
- Click-through rate (CTR).
- Landing page conversion rate (Google Analytics).
- Engagement (likes, comments, shares, etc.).

Print:

- Number of QR code scans.
- Increase in sales inquiries linked to specific magazines.
- Brand awareness via opinion polls.

Potential optimisations and workflows

Data-driven optimisation:

- Adjust ad placements and social media content based on which segments and/or countries are engaging the most.
- Improve print ads by making CTAs clearer when traffic from QR codes is low.

Workflow:

- **Planning:** Timeline with deadlines for content production.
- **Prioritisation:** Focus on channels with the highest ROI in real time.
- **Project management:** Use tools like Trello or Asana to coordinate tasks.