

The Challenge

Building motorcycles that suit every type of rider has been a hallmark of Yamaha Motor since the company's founding. The muscular, sporty FZ-16 model was designed to appeal to mid-range buyers for whom a bike is as much a lifestyle accessory as essential transportation. To make sure the FZ-16 image campaign reached young men, Yamaha chose the InMobi mobile network.

The Solution

Mobile banner ads played an important role in building interest among likely buyers as well as enhancing brand awareness. Users who clicked through banner ads came to a video landing page where they could see the full-length TV commercial. Those who had already purchased the bike could also share their reviews via video. Wallpapers featuring different views of the bike, on the road and in the showroom, were also available for download.

The Results

For Yamaha, InMobi took the company's word-of-mouth outreach efforts to a new level. Not only did nearly 10% of the users who clicked through the banner ads download the TV commercial, but almost 7% went on to locate a store. With mobile advertising poised to become the key differentiator in building brand recall among this target demographic, InMobi is already ahead of the curve.

Yamaha FZ-16 roars ahead with InMobi

Objective	Brand and drive purchase intent
Target	Young males in the market for a new motorcycle
Solution	Video sharing and wallpaper downloads
Platform	Feature phones
Results	Peak CTR of 6.6%



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