

ET Kaleido Awards 2026
Category – Industry Awards - Automobile
Brand – Piaggio Vehicles Private Limited
Agency – MSL India

*AI Enhanced Image

Phata Poster Nikla Piaggio – Our Journey

Campaign Case Study Video Link (Click to watch) – https://youtu.be/90Tsi438ycc





Background

Stella d'Italia!

Piaggio – touted as the ‘Star of Italy’ and a brand with global heritage..

A darling of global lifestyle pages with Vespa

And a rich heroic MotoGP legacy with Aprilia

Challenges

The Early Understanding

The brand had limited talk points in the Indian automotive market

Slightly older portfolio, absence of a brand face, lack of differentiation was leading to a media-conscious approach



Vespa Starting to Term Old

With lack of innovation and clear market segmentation, Vespa was starting to be termed old



Aprilia Segmentation

The Aprilia scooters had an old portfolio with a lack of differentiation. There was also a lack of Indian connect and retail strength concerns

Objectives



What We Set To Achieve

Amidst talk point struggles and media-conscious approach of the brand, we set out to re-introduce Piaggio in the Indian market on the back of India-centric launches

- Rebuild brand in the Indian media
- Strengthen brand’s share of voice in the industry
- Amplify brand’s association and performance in MotoGP
- Build Vespa’s footprint in the luxury lifestyle media

Strategy

How We Rolled





01

Amplifying India Launches

Converting media acquaintances to friends through India-centric launches and experiences

02

Building Brand's Face

Building ambassador John Abraham as a fan and face of the brand in Indian media

03

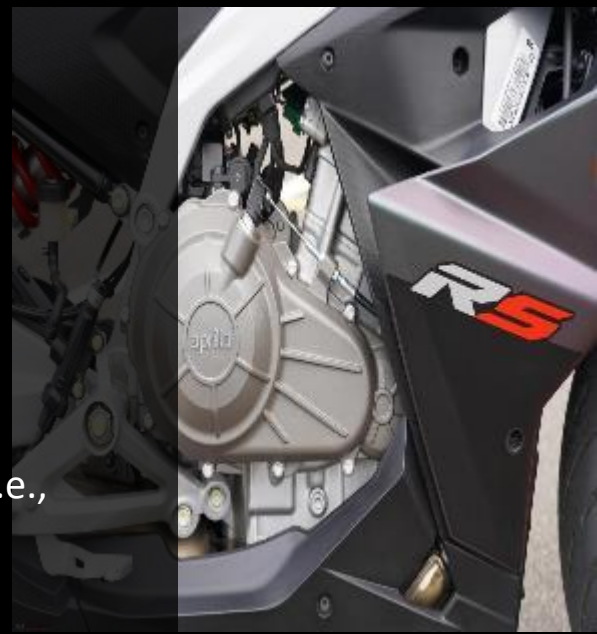
Global Pull

Leveraging global spokesperson and Aprilia's rich MotoGP legacy for creating surround sound in Indian media

04

Footprint Beyond Auto

Mapping, tapping, and converting opportunities beyond core auto media, i.e., across lifestyle media and influencers



Implementation

Actioning The Plan

Media Experience & Rides – **Regular media engagement** on the back of India-centric launches – Aprilia RS457, Tuono 457 & Vespa [illegible]a

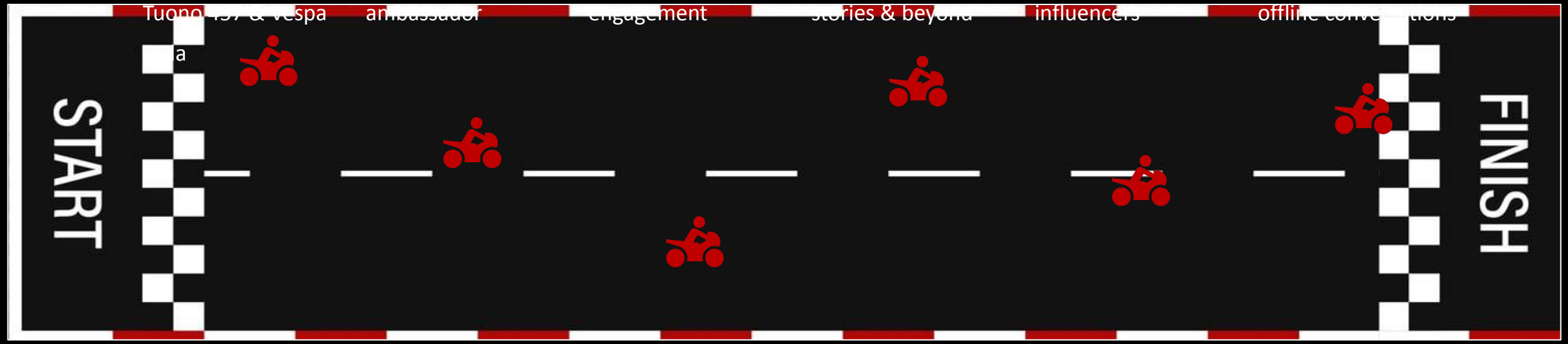
Visibility beyond specs – Narrating Aprilia's **story of design and passion** leveraging design director and ambassador

Aprilia's **best-ever MotoGP season** – Leveraging global talent, spokesperson, media FAM, and key wins for year-round engagement

Cracking lifestyle media – Mapping and **tapping the lifestyle media** at the right time for Vespa – launch parties, cover stories & beyond

Dominance (Auto & beyond) – Ensuring presence of Aprilia in **every auto awards** in the industry hosted by media and influencers

Crisis Preparedness –Flagging probable issues in the media and ensuring setting the **right narrative** through official and offline conve[illegible]tions



2025 – Year of Piaggio's Firsts

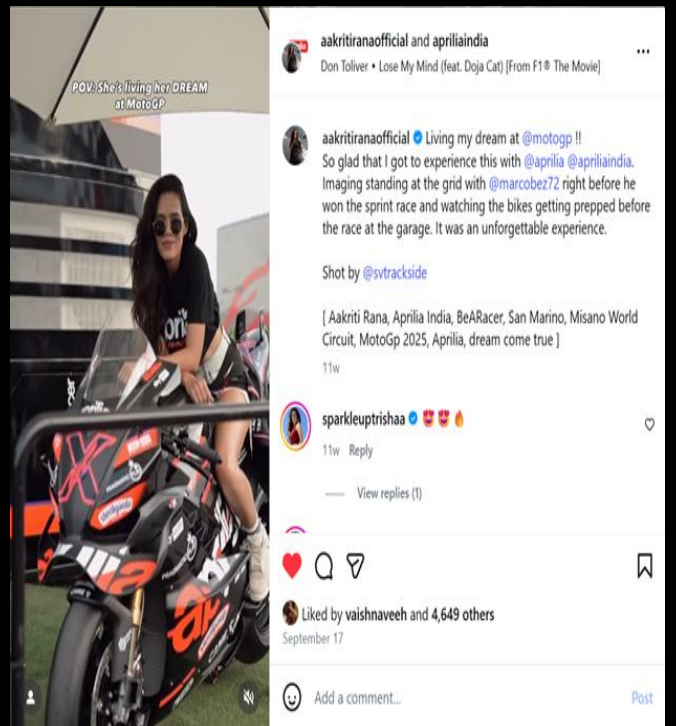
Piaggio – In The Focus

- First **IMOTY win** and dominating the auto awards
- First **Vespa party** with lifestyle media and influencers
- First **major presence in lifestyle media** for Vespa
- First **International FAM for MotoGP** with first female customer of Aprilia RS457 in India











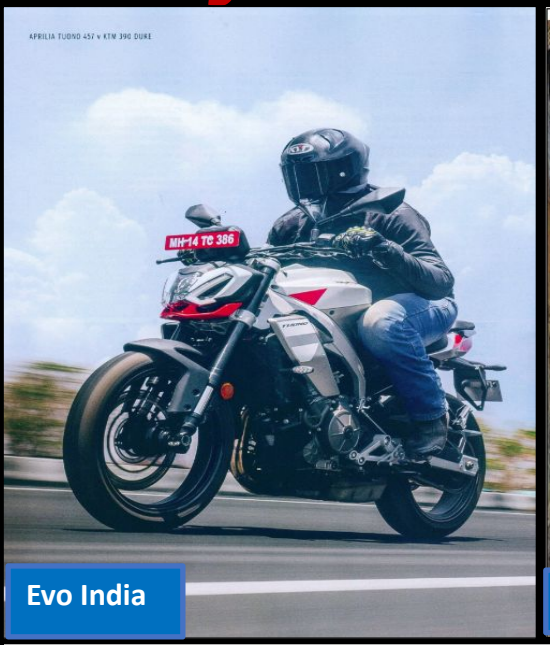


Outcome

In Numbers – Our Success

10,000+ Total Stories	**22 BIO+** Reach	**₹ 3 BIO+** PRV	**3X** Increase in SOV
45% Brand Sales Increase	**1st Ever** International Influencer Fam	**250+** Media Rides	**40+** Editors Engaged
15+ Auto Awards	**7+** Issues Managed	**85+** Spokesperson / Ambassador Interactions	**12+** Global Spokespeople Engagement

Key Coverage



Evo India



Bike India



Overdrive



Autocar India





Turbocharged



Exhibit Magazine



Autocar India



Grazia India

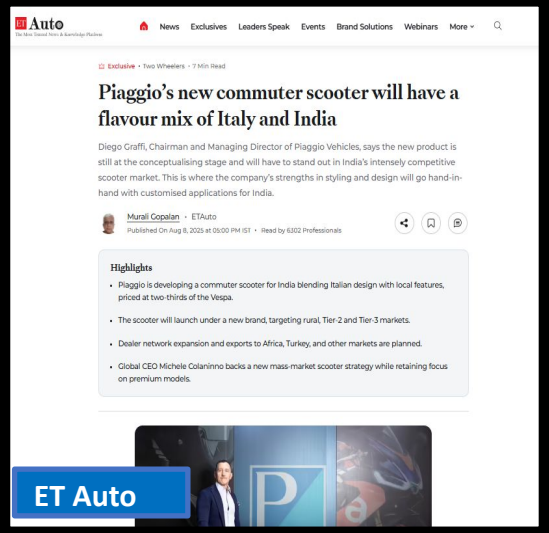


Travel+Leisure

Key Coverage Clips

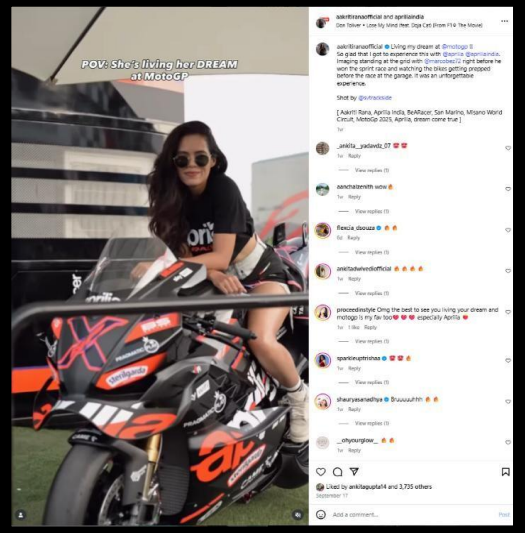


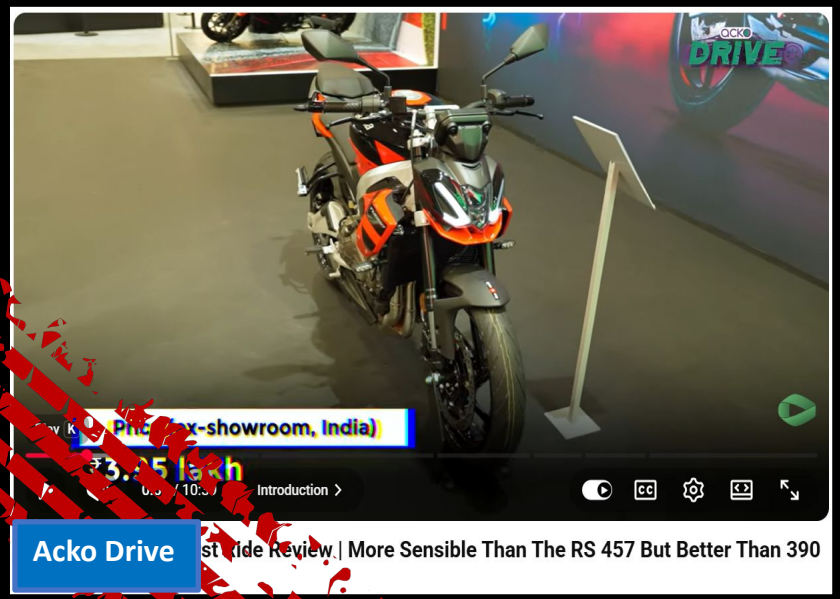
NDTV Auto



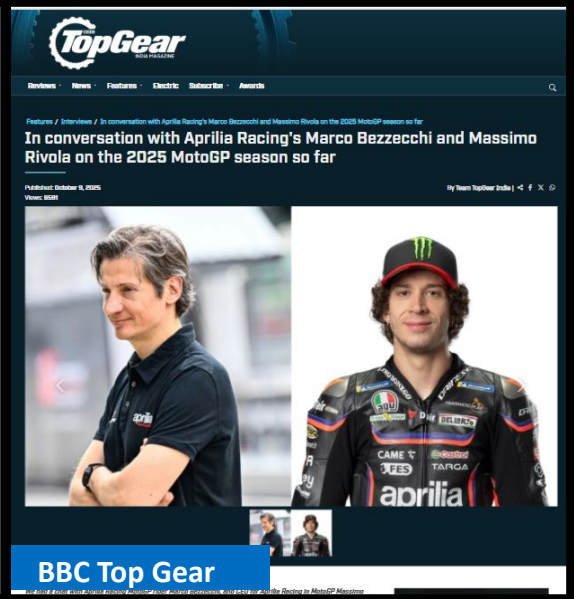


ABP Live

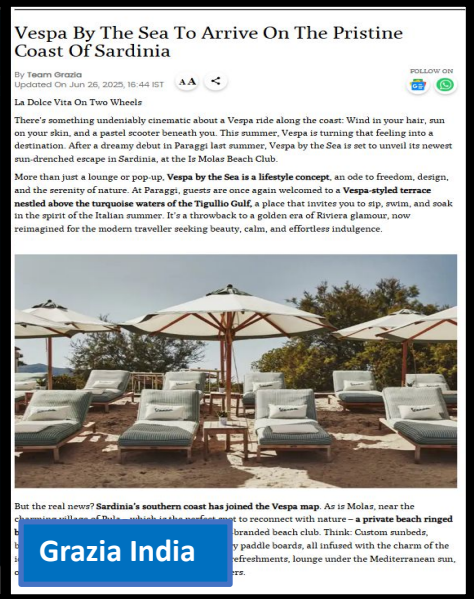




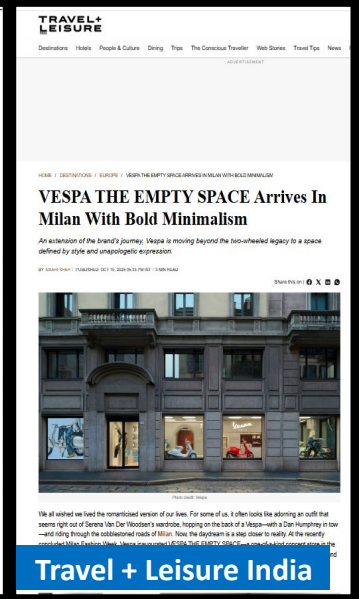
Acko Drive



BBC Top Gear



Grazia India



Travel + Leisure India



Lifestyle Influencers



Reasoning

The Main Question – Why We Should Win?

This was not just a journey of getting stories and pitching interactions, it went beyond…

This was a journey of putting a legacy brand straight back on the blockbuster chart!

- We did not just tweak the brand's positioning in Indian media; we rebuilt it from grounds up as an aspirational luxury
- It was the most successful PR campaign for Piaggio in last 10 years, increasing brand's SOV in the market by 3x, jumping in the top 4 in the segment
- The strategic leadership interactions did not just build media friends but were ranked amongst the most engaged stories

Thank You!

