



Vespa's objectives were to use Outdoor for awareness building, and to showcase the Vespa model on large, premium formats of outdoor advertising on a national scale around Cyprus.

The formats chosen were used to create maximum impact around the launch, with the size and stature of the sites allowing Vespa to emphasise “the provocative way” of driving.

Our research, showed that the campaign achieved satisfactory advertising awareness and a high degree of media attribution to the billboard format employed along with the fantastic artwork.