



# THROTTLING UP THE BIKE LAUNCH OF YAMAHA

*When Yamaha was launching its YZF-R3 bike at a full-fledged event, we organized a live webcast for it creating an engaging platform to view the event LIVE for audience all over the world*

## Revsing Engines for Challenge

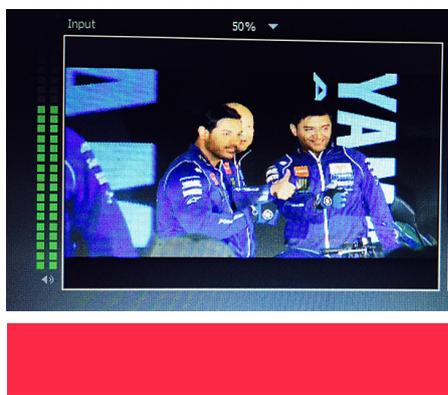


The definition of broadcasting continues to change as more companies and service providers move into the business of video streaming. More live video broadcasts over the internet are happening with the proven ability to reach new audiences, and the video quality of both live and on-demand broadcasts increase. One such opportunity arisen was the bike launch event for Yamaha at the Buddh International Circuit in Greater Noida, where we produced a successful live webcast for more extensive group of onlookers which were not present on-site.

## Star of the Event



During this event, Yamaha YZF-R3 was showcased by none other than Actor, Motorcyclist and Brand Ambassador - John Abraham at the event. Yamaha said that team had put all their engineering skills and passion into developing this model and achieved especially notable results in areas like high-speed performance, passing acceleration and thoroughly enjoyable performance on winding roads. By the looks of it, bike seemed quite decent and with our help the launch of this bike numerous people who were not able attend the event physically.



## Driving Audience's Interest



The aim of live webcast was not only to reveal the bike but also to showcase its features in an innovative format. It was done to produce an inclusive event with people that would otherwise have been unable to participate, using internet media to tell the story. The Launch campaign was devised around a staggered approach for live webcast and approximately **4186** fans viewed the Live Webcast making Yamaha YZF-R3 a worthy talk of the town.