

CASE
SURPRISE

Presented by



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HAPPENING MARKETING

2023

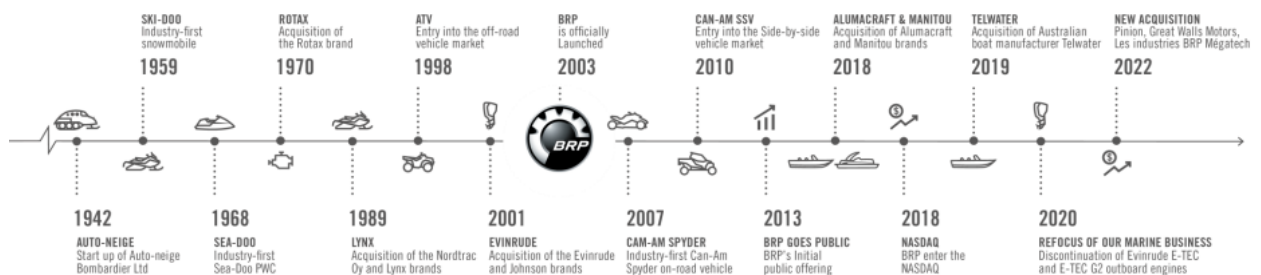


[FSA ULAVAL / 2023]

THE COMPANY

Founded in 1942, Bombardier is a global leader in business aviation. In 2003, Bombardier sold its Recreational Products division, launching **BRP** as a stand-alone company. Headquartered in Valcourt, Canada, BRP employs more than 20,000 resourceful, motivated staff members at its manufacturing facilities in Canada, the United States, Mexico, Finland, Austria and Australia. It's impressive portfolio of products has been providing unforgettable experiences for its customers for a long time. Always seeking to innovate, BRP explored every playground, revolutionizing the powersports industry. That's why BRP recreational product enthusiasts can travel on snow, on water, on the ground and even in the air. BRP's portfolio of unique, cutting-edge products include Ski-Doo and Lynx snowmobiles, Sea-Doo personal watercraft, Can-Am Off-Road and On-Road vehicles, Alumacraft, Manitou, Quintrex and Rotax marine propulsion systems and Rotax engines for karts and leisure aircrafts.

OUR STORY



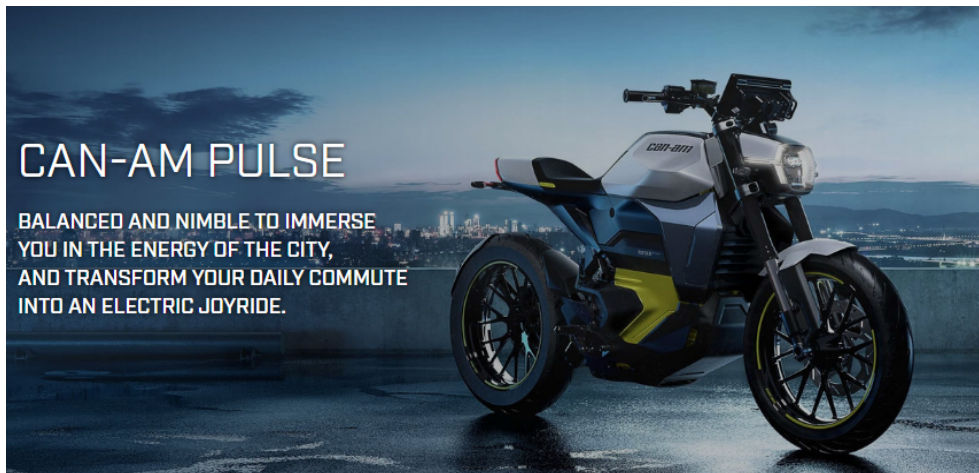
BACKGROUND

In 1973, Can-Am won big on the racetrack, with motorcycles that were more and more powerful each race and more and more exhilarating each ride. Always focused on the future, BRP broke new ground and redefined how people get around. BRP knows that innovation is born from reinvention. That's why in 2023, 50 years after its first motorcycle, the Can-Am legacy is reborn, stepping into the future with its two new electric motorcycles.

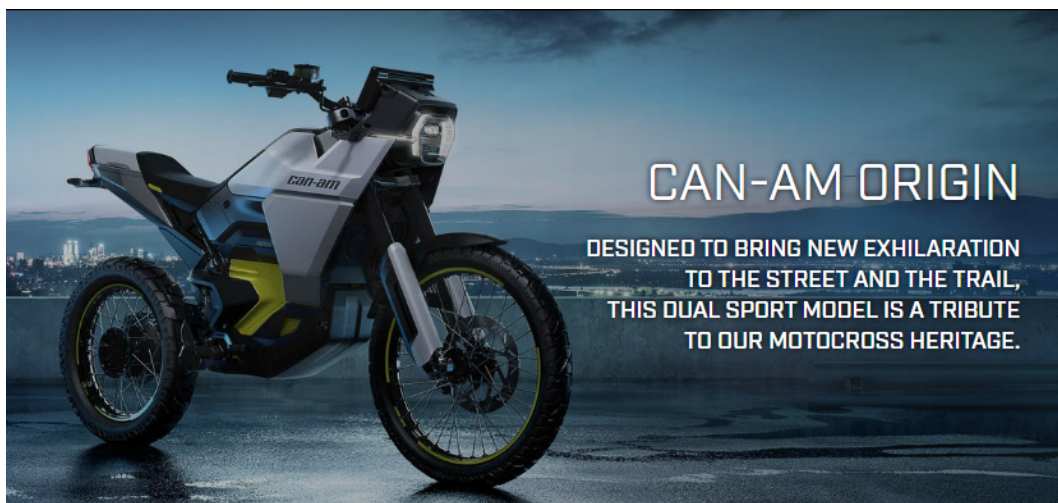
[The legendary Can-Am's electrifying return.](#)

Welcome to the next thrilling chapter at BRP.

- 1) A street model that immerses you in the energy of the city: **the Can-Am Pulse.**



- 2) A powerful dual sport model to push you past the limit: **the Can-Am Origin.**



CHALLENGE: CAN-AM COMMUNITY

Despite BRP's international presence on the market, Can-Am does not have the same brand recognition as its competitors, particularly in Europe, which is as large a market for BRP as North America. Consumers aren't necessarily aware that Can-Am is a strong competitor in the motorcycle industry. Despite BRP's expertise and continued innovations and Can-Am motorcycles' dazzling history and network of dealerships around the world, there is still work to be done to raise brand awareness and set these two new electric motorcycle models up for success. While its 3-wheel and off-road vehicles are well-known and loved, Can-Am must rebuild its brand recognition in the world of 2-wheel motorcycles and intends to do so through a 360 marketing campaign in 2024. In addition to increasing brand recognition, the key to future commercial success for Can-Am electric motorcycles will be building a **strong motorcyclist community around the brand**. That's where you come in! Put your heads together to figure out how we can ensure that future Can-Am electric motorcycle owners feel like more than just motorcycle owners—they should feel part of a community that enriches their experience.



MANDATE

You are tasked by Can-Am with proposing a “community” component to accompany the new electric motorcycle campaign in **North America and Europe**. Community is an important part of the customer’s journey and experience! To be a success, Can-Am’s electric motorcycles must not only have a strong social media presence, but their brand must also have a strong motorcycle “community” (group/camaraderie/collaboration) culture. More specifically, you should suggest how to build a special connection between the Can-Am brand and its riders. Can-Am wants to hear your proposals for how to develop a Can-Am motorcycle community that Can-Am owners identify with and that strengthens owners’ relationship with the brand. Your proposal must meet the following criteria:

- 1) Develop and build a long-term human connection with the brand
- 2) Establish the community as a benefit and added value for Can-Am motorcycle consumers—joining the community complements the customer’s experience!
- 3) Drum up brand loyalty and commitment through community building

As for budget, BRP wants to hear your strategies, unfettered by budgetary constraints, so that your creativity and innovative solutions flow free. **This job only covers electric motorcycles.**

Game on!

APPENDIX 1

Examples of communities that work well:

[Super Squad](#)

[Harley Davidson](#)

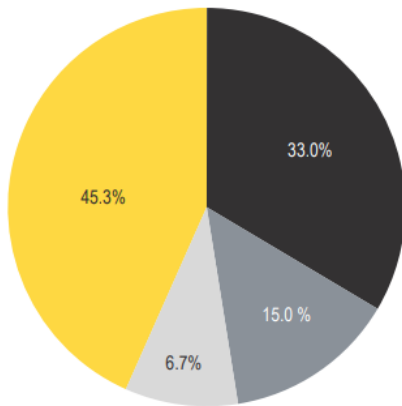
[Bronco Nation](#)

[Nike](#)

[The Moto Social](#)

OUR REVENUES

By Category For Fiscal Year 2022



POWERSPORTS YEAR-ROUND PRODUCTS



Can-Am SSV



Can-Am ATV



Can-Am 3WV

POWERSPORTS SEASONAL PRODUCTS



Ski-Doo Snowmobile



Lynx Snowmobile



Sea-Doo Watercraft & Pontoons

MARINE GROUP YEAR-ROUND PRODUCTS



Manitou Pontoon Boats



Alumacraft Fishing Boats



Telwater Aluminum Boats

POWERSPORTS PA&A AND OEM ENGINES



Engines



Powersports PA&A

THE RIDE OUT!

RIDERS COME FROM ALL WALKS OF LIFE, BUT WE ALL SHARE A PASSION FOR THE OPEN ROAD. THIS IS WHERE WE BELONG!

YOUR NEW PLAYGROUND IS HERE

Dear On-Roaders, welcome to The Ride Out! If you're driven by a desire to explore and open up the road for others to come, join our three-wheel community and connect with other riders like you.

[JOIN FACEBOOK GROUP](#)

[> Join Women's Facebook Group](#)

SOURCES

Can-Am electric motorcycles – The new generation of two-wheelers. (2023). Accessed March 6, 2023, at <https://can-am.brp.com/on-road/ca/en/models/can-am-electric-motorcycles.html>

Bombardier Recreational Products | BRP. (2023). Accessed March 6, 2023, at <https://www.brp.com/en>