Reveal two motorcycles with one campaign

From a dark launch teaser to paired comparison and model-specific product creative.



Use a shared frame for both brands

The paired artwork puts the two logos above the motorcycles and gives both profiles comparable space.



ORIGINAL CFMOTO AND HYOSUNG COMPARISON LAYOUT

Show performance through the side profile

The 300SR creative puts the bike against a road setting, with a component inset and key specifications beside the silhouette.



ORIGINAL 300SR LAUNCH ARTWORK

Give the cruiser its own visual language

A cleaner field, a head-on view and red annotations frame the cruiser around its visible hardware.

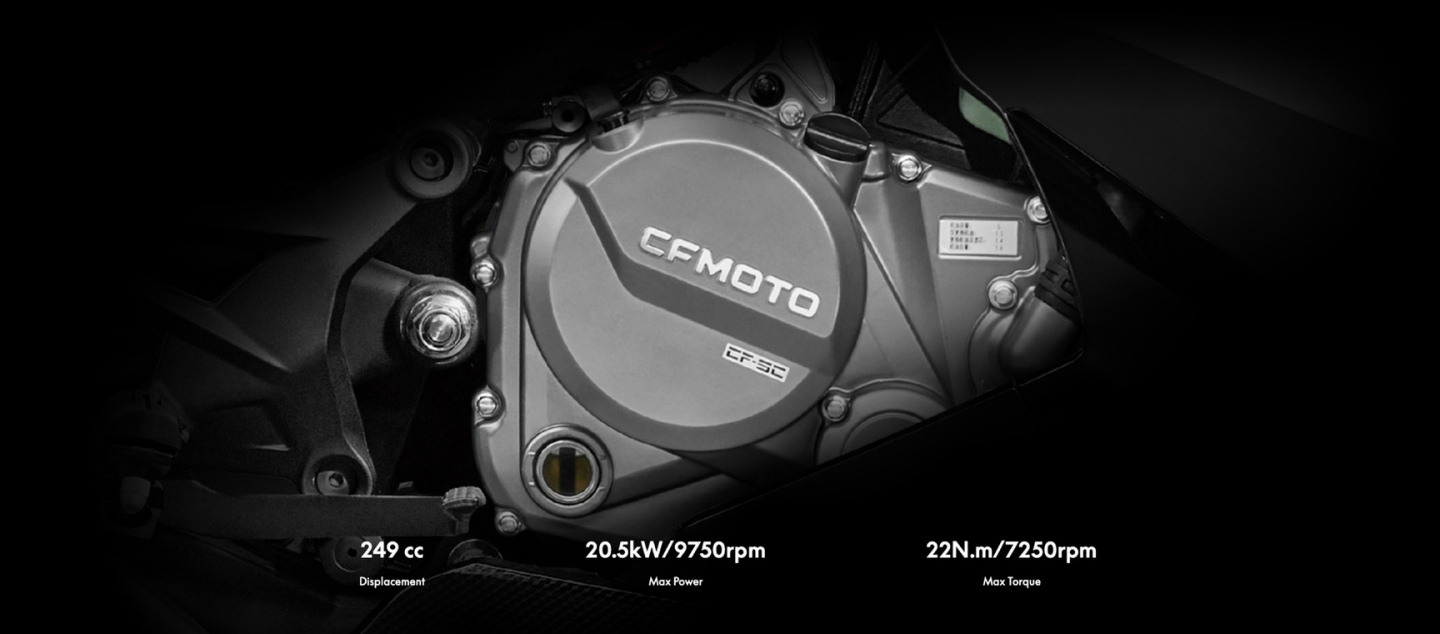


ORIGINAL GV300S LAUNCH ARTWORK

Give the hardware room for a close-up

The engine graphic uses directional light and restrained annotation so the mechanical detail can lead the composition.

ORIGINAL CFMOTO ENGINE DETAIL



Connect the unconnected.



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Let's get connected!

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