

CASE STUDY EXECUTIVE SUMMARY

Case Title: Ducati and Marc Márquez: A High-Risk, High-Reward Strategic Move in MotoGP

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SUBJECT ORGANIZATION: Ducati Corse – The racing division of Ducati Motor Holding, a global leader in high-performance motorcycles.

SUMMARY: Ducati Corse faces a strategic dilemma following Marc Márquez's public ultimatum at the Italian Grand Prix in May 2024: he will only remain in the Ducati ecosystem if granted a seat in the Lenovo Ducati Factory Team for the 2024-2025 season. Despite riding for Gresini Racing on a year-old Ducati bike, Márquez has delivered remarkable performances, proving his adaptability and competitive edge. Meanwhile, Jorge Martín, the current Pramac Racing rider and championship leader, has been informally assured the available factory seat, though no formal contract has been signed.

Gigi Dall'Igna, CEO of Ducati Corse, must now decide whether to honor the prior commitment to Martín or to secure the signing of Márquez, whose unparalleled talent and brand value could further elevate Ducati's global presence. The decision extends beyond the team composition; it carries significant implications for Ducati's marketing potential, team harmony, competitive dominance, and overall brand strategy.

EVENT TIMING: The case takes place in May 2024, Italian Grand Prix at Mugello.

CASE PROTAGONIST: Gigi Dall'Igna, CEO of Ducati Corse, responsible for managing Ducati's MotoGP strategy and future rider lineup.

POTENTIAL DECISION POINT(S):

1. Should Ducati prioritize Márquez's star power and proven track record, potentially alienating Jorge Martín and Pramac Racing?
 2. Would maintaining Martín in the Lenovo Ducati Team ensure stability and long-term continuity, despite passing on an opportunity to sign one of MotoGP's most iconic riders?
 3. How would either decision impact Ducati's brand positioning, sponsorship revenues, and future competitiveness in MotoGP?
 4. What are the financial, marketing, and operational trade-offs between signing Márquez and sticking to the pre-established team strategy?
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LEARNING OBJECTIVES:

1. Analyze the complexities of strategic decision-making in elite sports management.
 2. Evaluate the brand, financial, and performance implications of high-profile athlete/superstars acquisitions.
 3. Develop strategic frameworks for balancing sporting performance with commercial interests.
 4. Explore risk-reward trade-offs in elite sponsorships and endorsements within the MotoGP/sports industry ecosystem.
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RECOMMENDED BOOKS:

Blockbusters: Hit-making, Risk-taking, and the Big Business of Entertainment. *Anita Elberse, 2013*

INTENDED AUDIENCE: MBA/Postgraduate Undergraduate Introductory

DISCIPLINES: General Management/Strategy Marketing Organizational Behaviour/Leadership