

#All Red Part 1

Marc Marquez & Ducati: The bet that's already paying off

Just months ago, Ducati faced a strategic crossroads: honor its informal commitment to Jorge Martín, the reigning world champion, or hand the factory seat to MotoGP's most marketable and charismatic talent — Marc Márquez. Against the odds, Ducati chose the latter. Many questioned the move. Today, those questions seem irrelevant.

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Welcome to the Business Side of Sports

This newsletter doesn't aim to be a race recap or a sports chronicle. It explores the sports industry through the lens of business, leadership, branding, and strategic decision-making. We dive into bold choices and their consequences — the kind that define not just results, but entire legacies.

How a Bold Decision by Gigi Dall'Igna Is Reshaping MotoGP's Power Balance

Seven races into the 2025 MotoGP season, Ducati's high-stakes gamble on Marc Márquez is already delivering a resounding return on investment — on and off the track.

In 2024, Gigi Dall'Igna, Ducati Corse's General Manager, faced a dilemma that would define the brand's future.

The easy move? Promote Jorge Martín, former leader of the championship (finally world champion of the season) and long-time Ducati loyalist.

The bold move? Hand the factory seat to Marc Márquez — a rider with no titles since 2019, eight surgeries behind him, and racing a satellite Ducati.

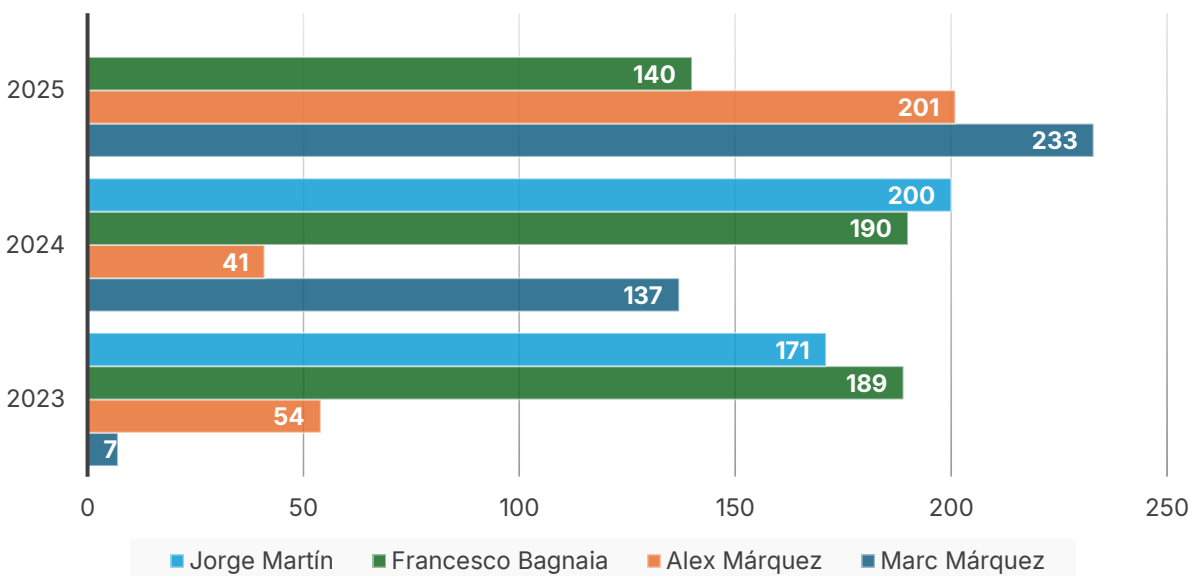
Dall'Igna went bold. And the numbers — and the narrative — are proving him right.

The Numbers Don't Lie

As of the Catalan Grand Prix, Márquez leads the MotoGP standings with:

- 233 points (78% of total points)
- A 32-point advantage over his brother Álex Márquez
- A 97-point gap to Ducati teammate Pecco Bagnaia
- 4 Sunday race wins (50%)
- 7 Sprint wins (88%)
- 2 crashes (1 DNFs) costing valuable points
- Most pole positions

Results after 8 races



In nearly every race he finishes, he wins. And when he doesn't, it's due to unforced errors — not lack of pace.

A lead of 30+ points at this stage (7–8 races) translates into a >85% historical probability of winning the title.

He's not just winning. He's dominating.

Strategic Timing Meets Commercial Payoff

Márquez's success isn't only measured in podiums. Ducati's bet is paying off commercially, too:

- Estrella Galicia, once a personal sponsor of Márquez, is now a team sponsor at Ducati.
- Ducati's social media reach has skyrocketed.
- TV ratings in Spanish-speaking markets have surged — a key growth vector for Liberty Media, MotoGP's new owner.

This isn't just a comeback story. It's a media asset. Márquez brings what Liberty calls a stacked talent profile:

Performance + Global Fame + Unmatched Charisma

The Business Case for Márquez (From Gigi's Desk)

Let's step into Gigi Dall'Igna's shoes for a moment. The job of a top executive is to:

- Balance short-term performance with long-term brand equity
- Bet on the talent that changes the game
- Maximize visibility in a sport entering a new media era

Here's what Márquez offered Ducati:

Impact Area	Business Effect
Brand Equity	Reviving an all-time great's legacy under the Ducati flag
Sponsorship	Immediate uplift (Estrella Galicia + others in talks)
Fan Engagement	More fans, merch sales, and MotoGP eyeballs
Media Strategy	Aligns with Liberty's plan to F1-ify MotoGP's storytelling
Competitive Leverage	Ducati leads both track and narrative — even as Martín exits

This was never just about 2025. Ducati is thinking 3–5 years ahead. Márquez is a blockbuster asset. Ducati gets to be the studio.

Collateral Damage: Martín & Bagnaia

Of course, bold moves come with fallout.

Jorge Martín, fresh off a championship, took his talent to Aprilia — clearly frustrated by the decision.

Pramac Racing, Ducati's top satellite team, is switching to Yamaha.

Pecco Bagnaia, double world champion, is struggling for form — and may soon lose top billing at Ducati.

But none of that matters if Márquez delivers the title and turbocharges the brand. Ducati doesn't regret it — because they control the present and the future.

Bonus Insight: MotoGP's Liberty Moment

Earlier this year, Liberty Media — the group behind Formula 1's global transformation — announced the acquisition of MotoGP's commercial rights for €4.2 billion. The deal is still pending approval by European regulators, but the strategy is clear: replicate the F1 success story.

In that context, Marc Márquez is MotoGP's Verstappen. Its Hamilton. He's the only true global superstar capable of anchoring a media-driven renaissance. With Márquez in Ducati red, the narrative is locked, the business is booming, and the sport has its blockbuster protagonist.

Final Thought

This wasn't a rider swap.

It was a strategic reset. A move for dominance on the track, in the marketplace, and in the narrative.

It was business disguised as sport.

And seven races in, Ducati's decision isn't looking risky at all.

It's looking like a generational masterstroke.

■ **Next up:** *"All Red — Part 2" will drop soon, but next time we're switching gears to four wheels. Stay tuned*

Interested in the full story?

You can find the complete business case study on Márquez & Ducati at www.iqarena.es