

Brand: Alfa Romeo	Country: Austria
Project: Conquer the next generation of Alfisti	Date: 2 July 2018 – 6 July 2018

EACA International Advertising Summer School 2018

<p align="center">Project background</p>	<p>Between 2000 and 2015, Alfa Romeo missed several new launches and innovations which led to a minimized range of just three main car models. The brand suffered image loss and many Alfa Romeo fans switched to BMW, Audi, Mercedes. In addition, prejudices from the past still exist amongst nowadays potential buyers (age 40 - 60): Uncertainty in premium quality and status and proper value for money perception (compared to our premium competitors). Hence and despite our highly praised new models Giulia and Stelvio (winners of innovation-, performance- and design prizes) we are not on their shopping list or even in their relevant set. Therefore, it is crucial to our future success to also address the next generation of buyers, who are currently 25 - 30 years of age, who don't carry this strong prejudice and are more open to alternatives. We forecast that they will become our core target group within the next the 5-10 years. We need to aim for a change of belief where Alfa Romeo becomes a serious player and an alternative choice of status and premium thinking within the premium car segment. The new dogma within our young audience by the time they can afford an Alfa Romeo needs to be the following: Alfa Romeo is MY new status symbol for life style and premium sports cars.</p>
<p align="center">Commercial & business objectives for the campaign</p>	<p>1) Emotionalise nowadays 25-30-year-old adults and raise awareness for Alfa Romeo as a serious alternative choice to the German competitors. 2) Short-term: Bring them to the dealerships for test drives so they can experience it in person. 3) Middle-term: Raise market share within the next 24 months by plus 50 percent within the premium car segment in Austria. Current share lies at 0,8 % = aimed share 1,2%</p>
<p align="center">Market background</p>	<p>The automotive market is a stagnating market. Raising market share only works by conquering customers from the competition. Our main competitors (Audi, BMW, Mercedes) have a much wider model range offer and a much higher communication budget. Plus, they have consequently worked on their image and have strengthened their position as the premium car builders during the past decades. BMW is the closest to Alfa Romeo in its positioning, but already works on its pioneering role within the electric car segment. Mercedes is consequently building on a younger image and also puts the focus increasingly on women. Audi is strongly positioned as the car brand of „advanced technology “.</p>
<p align="center">Competitive activity</p>	<p>Compared to Alfa Romeo, the German car builders have a much larger advertising and media budget. Alfa Romeo is clearly the underdog and needs to distinguish itself through tonality and creativeness instead of media penetration. BMW's main media activities in Austria: 59% print/13% radio/12% TV/9% online Mercedes: 38% print/26% radio/24% OOH/9% online Audi: 39% OOH/30% print/15% online</p>

Brand positioning	<p>Alfa Romeo is the Italian Automotive Brand with a great sporting tradition, able to imagine, develop and engineer inspirational, beautiful and human-centric cars. The most important component of our brand is „emotion“. Some make, Alfa Romeo creates. This is also grounded in the claim „La meccanica delle emozioni“ = „The mechanics of emotions“.</p>
Marketing objectives <i>(Where do we want to get to?)</i>	<p>Alfa Romeo used to be one of the greatest premium automotive brands. Always known for its sportiness and beautiful Italian style, driven and owned by celebrities and champions. Throughout the last century, it didn't only dominate the world of motorsport but also became an icon of highly distinguished automotive design. That's where we have to get back to. With a new targeted generation of young people, who are not biased by all of today's existing prejudices towards the brand and its past. With the new Giulia and Stelvio, a new era has started and we need to encourage a complete new generation of young people to believe in our mission and to follow us out of a world of conformity and sameness into a world where being different and unique is seen as the new virtue of progress and personal growth and is therefore cherished by them.</p>
Marketing strategies <i>(How are we going to get there?)</i>	<p>Besides all efforts to bring the brand back to its glory times and to re-conquer the abandoners or win new customers within today's potential relevant buyers we need to look to the future and win the next generation of car enthusiasts. We need to spark them with the brand's passion, with all its values and beliefs and convince them that there is more choice in life than just what they have seen from their parents and peers throughout the years while growing up. Therefore, we also need to be different in the way we talk and communicate.</p>
Key communications tasks	<p>The driver at the center: Alfa Romeo used to be and has become again the perfect fusion of man and machine. Always ready, able and revving to go. Alfa Romeo is never just a machine. It is an extension of your soul. It becomes part of you. It is like it gives you its wheels. You don't just go for an Alfa Romeo - you fall in love with it. Alfa Romeo is much more than just a car. An Alfa Romeo mirrors who you are and what you stand for. An Alfa Romeo is style and fun. It's the mechanics of emotions in every driver.</p>
Barriers to overcome	<ul style="list-style-type: none"> - Make Alfa Romeo a serious alternative to the german top premium brands by improving the brand's perception - Not only push product consideration within the next generation of car lovers but make them to brand enthusiasts, lovers and ambassadors within their own peers. - Don't let the prejudices swap over from the older generation - on the contrary use young people to change the antiquated beliefs of the older generation.
Ideal consumer response	<p><i>„BMW, Mercedes and Audi is the benchmark of being premium for my grandfather, father or my uncle or for any other conventional person - for me the new benchmark of being premium is Alfa Romeo because I simply like the feeling of being a maverick and pioneer with knowing what these cars can really achieve in performance and style. I cherish the heart and soul of the handcraft that is put into these cars and that resonates very strongly with me and the way I see the world around me.“</i></p>
Reason to believe	<p>Based on the brand's 3 pillars 1) „Racing Champions/Sportiness“, 2) „Technology/Performance“, 3) „Style/Italian at heart“, Alfa Romeo puts the driver back in the driver's seat. Our cars are built for drivers = allowing them to make the difference = Alfa Romeo takes the driving experience to another level. This starts with the cars' performance abilities and ends with its design.</p>

<p>Personality</p>	<p>Alfa Romeo is the brand of those who consider being different to the masses. Of those who always look for experiences to stand out from the blur of universality and are determined not to lose their youthful spark. They feel comfortable being different and not blending in. So we can call them experience seekers, adventurers and enthusiasts. They love sports cars, design and as technology geeks they cherish the mechanics of the car that in first place enables their experience of outstanding „driving fun“.</p>
<p>Mandatories</p>	<p>Don't only showcase the product, let the brand also speak through human emotions that one experiences driving our cars. The emotional and premium outstanding tone of voice is key. Be ironic if you want but not silly. Be direct not arrogant. Be passionate not just sexy. Be careful with Italian stereotypes, but try to grasp the Italian passion that lies at heart of this brand.</p>
<p>Budget</p>	<p>350K - which you should use the best way possible to reach our new target group effectively. The budget is not only for the creation but also includes the media budget - so think wisely about its allocation and what makes perfect sense for the brand, the idea and the audience to get across your message as strong as possible.</p>
<p>What we would like to see in your pitch?</p>	<ol style="list-style-type: none"> 1. A demonstration you have understood our business problem / opportunity 2. Clear consumer insight and what drives consumer behaviour /brand choice in our market 3. Your strategic thinking to meet our business and marketing needs 4. Your recommended choice of media (ideally both on and off line channels) 5. Your campaign proposal (we do not expect to see finished creative ideas) 6. A team that we would really like to work with!

Logo:



Questions?

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