

INTERNET

## Ferrari presents interactive mosaics to explore FF model

August 29, 2014



*Ferrari FF*

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By NANCY BUCKLEY

Italian automaker Ferrari is encouraging consumers to pick their ideal version of its FF model through an interactive mosaic experience.

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**Luxury Daily**

Consumers are able to choose their favorite four options for the FF and combine them into a virtual version of the car. Ferrari's interactive twist on behind-the-scenes will likely create more interest in the model by compelling fans to move through the mosaic.

"Everybody has a microsite and in order to meet people's instant need for gratification on information it makes sense that Ferrari put together a micro site such as this or also known as a mobile website," said Lauren Fix, automotive expert and author of "[Lauren Fix's Guide to Loving Your Car](#)," Lancaster, NY.

Ms. Fix is not affiliated with Ferrari, but agreed to comment as an industry expert.

**Ferrari** was unable to respond by press deadline.

Make your own car

Interested consumers and fans will have the opportunity to configure a Ferrari FF in several different combinations.

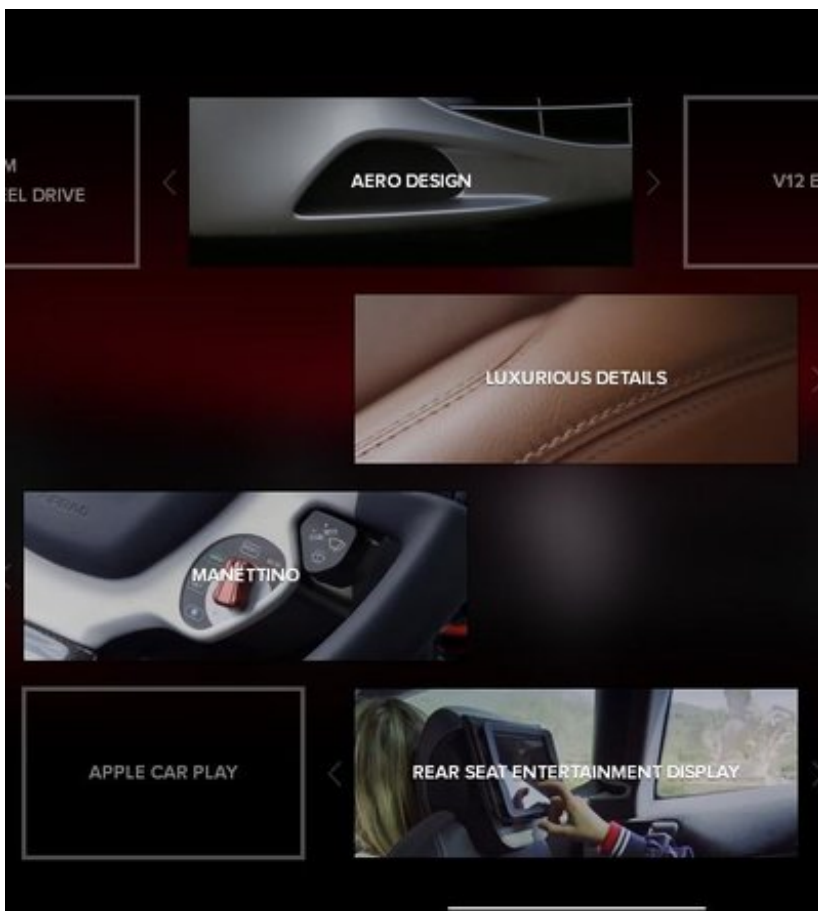
Once on the microsite, the consumer is encouraged to discover the versatility of the vehicle. The first step is for the consumer to choose her favorite combination.



*Beginning page of microsite*

There are four rows of mosaic tiles; the consumer can choose one from each.

The first row's options are dual clutch transmission, 4RM four-wheel drive, aero design or a V12 engine. Next the consumer chooses between luxurious details, cabin for four, tailor made program and driver cockpit.



*Mosaic tiles*

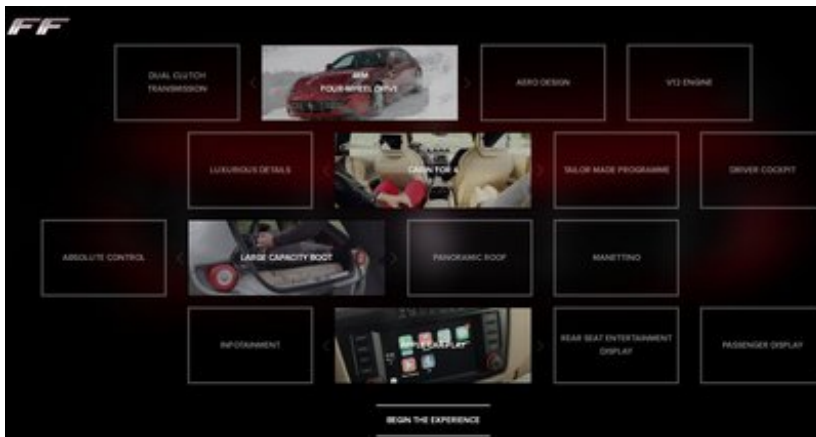
The third row includes absolute control, large boot capacity, panoramic roof and manettino. The final row of options are infotainment, Apple car play, rear seat

entertainment display and passenger display.

Consumers can choose one from each row and then begin their experience with the custom car they chose.

The experience is a series of videos and images paired with verbal descriptions, and consumers are encouraged to keep scrolling to make the experience continue.

As they scroll, the screen does not move down, but rather the video continues or changes. Text appears on the screen to explain different parts of the vehicle, especially in reference to the decisions that the consumer made.



### *Tile options*

The experience separates each mosaic tile that the consumer chose and once one ends, the next one begins with an introduction. Sometimes, depending on the topic, a voiceover plays to explain to the aspect of the car.

At the end of the presentation of all four chosen options, the consumer is given the option to choose a new capacity combination of the FF, or make the car real. The “make it real” option leads to a page that asks for the consumer’s information to provide additional details for the potential of buying the car.

### *Virtual showrooms*

Allowing consumers the opportunity to digitally interact with a vehicle prior to a showroom visit lets them gain familiarity with a particular model. Many brands have adopted a digital adaptation of their vehicles.

For instance, British automaker Aston Martin showcased its bespoke capabilities with a new configurator application that let enthusiasts play with possibilities.

The configurator app featured the full range of Aston Martin models and allowed fans to tinker with all the customizable details that a prospective consumer would encounter at a dealership. Also, the app gave consumers far more time to mull over their final vehicles, which may have increased satisfaction ([see story](#)).

Also, Italian automaker Maserati added a mobile call to action to its print marketing for the 2013 GranTurismo Sport that led consumers to a description and car configurator.

A QR code was shown on the Maserati advertisement in the November issue of Robb

Report magazine. The automaker increased the amount of time that readers spend with the ad since it includes a mobile-optimized car configurator ([see story](#)).

Customization is so prevalent among car makers that creating a different way to view a vehicle may spark interest among consumers.

"In order to compete in a high-end marketplace it's necessary to have a site such as this," Ms. Fix said.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/ig5sCDCFkyI](https://www.youtube.com/embed/ig5sCDCFkyI)

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