

MULTICHANNEL

Ferrari builds anticipation for 488 GTB on social media

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Ferrari 488 GTB

By NANCY BUCKLEY

Italian automaker Ferrari is jumping ahead of its competitors with a social media release of its new vehicle that will be showcased next month at the Geneva Motor Show.

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The Ferrari 488 GTB was released Feb. 3, 40 years after the first mid-rear engine V8 model, 308 GTB. Ferrari teased the vehicle with a hashtag, imagery and a video on social media. The social aspects of the automaker's unveiling likely gained anticipation and excitement from auto enthusiasts looking forward to Geneva's annual show.

"Providing a teaser trailer to a video on social media helps drive additional hype around a campaign," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer.

"Think of releasing a teaser video on social media as a similar approach to releasing a movie trailer in anticipation of a full length movie," he said. "A teaser builds anticipation for the final product or release."

Mr. Honigman is not affiliated with Ferrari, but agreed to comment as an industry expert.

Ferrari was unable to comment by press deadline.

Slow release

On Jan. 31, Ferrari released its first teaser with an image of a road passing by at high speeds and “performance” written in the center. Above the word it says “discover it February 3rd” and underneath reads the hashtag #WordsAreNotEnough.

Five hours later an image was shared again with the word “design” in the center and the same date and hashtag. This image was of a shiny red car, but so close to the car that the viewer could only see the color.



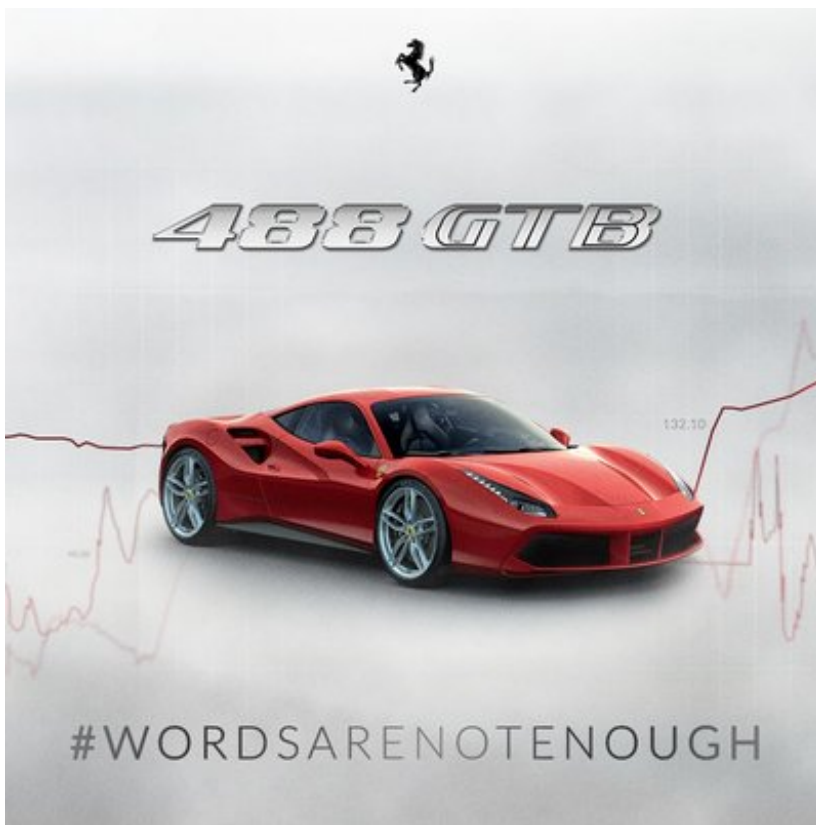
Teaser image from Facebook and Twitter

Feb. 1 brought another two images, one with “passion” and the other with “innovation.” Feb. 2 had two more – “power” and “-1.” Also on Feb. 2, a video featuring the vehicle, but never actually showing it completely was shared on Ferrari’s Facebook, Twitter and YouTube accounts.

Embedded Video: <https://www.youtube.com/embed/Ul9fz9RzhVo>

#WordsAreNotEnough video

Finally, on Feb. 3, an image of the Ferrari 488 GTB appeared as Ferrari’s cover photo on Facebook. The vehicle is in red and has the same hashtag.



Unveiling photo

About the same time a larger photo was posted on the automaker's wall with a link to an article about the vehicle and its specifications.

Five hours later, Ferrari posted another image with a link to the vehicle's microsite.

The microsite features the Ferrari 488 GTB with line graphs behind it. As the user scrolls over the car and graphs, the images move with the mouse. The plotted points on the line graph lead to different aspects of the site.

For instance, users can click on "overview" to read the article from the previous social post's link or on "gallery" to see more images of the automobile.

Anticipation builds

Teasing consumers with flashes of a vehicle or product builds the anticipation for the release of something new.

For instance, British automaker Bentley Motors is keeping its consumers intrigued with another teaser for its new SUV.

This video will join the others on the brand's Web site page dedicated to the upcoming vehicle. By teasing the SUV, Bentley is able to gain attention and anticipation among consumers ([see story](#)).

Also, Prada-owned Miu Miu launched a fall/winter 2014 advertising campaign video that has been teased on various forms of social media prior to the release.

The video featured monochrome images of actress Stacy Martin in various items of the fall/winter collection. Miu Miu's teaser videos were slowly leaked for the week prior to the

campaign video's release, creating a buzz around the campaign and the brand ([see story](#)).

These teaser images and videos often have hashtags surrounding them, much like the Ferrari campaign.

"The hashtag is a brand hashtag in the sense that they developed it themselves for the campaign, not branded because it doesn't have the brand name in the hashtag," Mr. Honigman said. "Some campaign hashtags can stand on their own and reflect the emotions and purpose of the initiative without having to call out the brand's involvement directly."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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