

INTERNET

Ferrari presents new angles in 3-part video

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Ferrari 488 GTB

By STAFF REPORTS

Italian automaker Ferrari is giving consumers a fresh perspective on its vehicles with a new social video that can be observed from multiple points of view.

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The video follows a Ferrari 488 GTB as it takes a lap on the Fiorano Circuit in Fiorano Modenese, Italy. Consumers have the opportunity to customize their viewing experience and gain a comprehensive understanding of the car by watching from the driver view, track view or rear view.

Sight unseen

Ferrari's 488 GTB multicam video begins with the same introduction. The viewer sees the outside of the vehicle as it prepares for a lap around the track. When the light turns green and the car begins to move, three buttons appear at the top of the screen offering the viewer the chance to watch from different perspectives.

Each view presents a different image of the vehicle, allowing the viewer to learn more about the 488 GTB.

Additionally, many consumers will likely watch the video three times to experience each different perspective, thus increasing the amount of content consumed per person.



Image from Ferrari 488 GTB multicam video

As video technology improves, many automakers are choosing to showcase their vehicles using more creative techniques. For example, recent months have seen a proliferation of 360-degree videos, but how much does the technology actually do for consumers?

The videos, which allow the viewer to click-and-drag the mouse to see all-around the "camera," are especially

popular in the automotive industry but have also seen use among other brands, including luxury conglomerate LVMH and U.S. apparel label Michael Kors. At this point in time, however, the technology often feels like a gimmick rather than a fully integrated marketing tool ([see story](#)).

While Ferrari's 488 GTB multicam video is obviously designed to entertain the consumer, it also provides a more nuanced portrayal of the car, which will likely appeal to many viewers.

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