

MOBILE

Ferrari encourages fans to play games, share content to peek beneath hood

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Ferrari GTC4Lusso

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Italian automaker Ferrari is tapping into its fanbase's passion with the launch of an interactive content platform.

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SocialSF All Access, created by the racing team in a partnership with Santa Monica's RED Interactive Agency, provides racing enthusiasts with a gamified platform to access and share exclusive content. The loyalty of Ferrari racing fans and gamification elements will ensure that the brand's message extends into wider circles on social media.

"SocialSF All Access takes you beyond the sport of racing by giving fans behind-the-scenes moments that are true to life to the Scuderia Ferrari team," said Donny Makower, president of RED Interactive. "We've never seen any other Formula 1 team bring its fans this close and personal to the team."

"We are bringing the Ferrari cameras into those spaces that are never seen, like the team laughing over lunch or seeing in real-time, the mechanic sliding under the car," he said. "This type of unprecedented exposure can't be consumed on any other platform but SocialSF All Access."

Driver's room access

SocialSF All Access provides passionate Formula 1 racing fans with direct connection to the Scuderia Ferrari racing team. According to Ferrari, the platform will provide unprecedented "under the hood" access and allow the brand's fans more access than ever before.

Scuderia Ferrari - All Access Experience

Because Ferrari racing fans tend to be particularly passionate rather than casual fans, they will likely embrace a platform offering more content and exclusive material.

The content hub hosts a number of photos from Instagram and Twitter, showing the team meeting the Royal Family of Bahrain, images from press appearances, equipment and spare parts, vehicles and much more, all broken into press, fan, VIP and team levels.

To access content at the press level, users must first sign in via either Twitter or Facebook. After earning 1,000 points, the user is granted VIP access, which includes photos from hospitality suites, garages and team meetings. At the team level, team interviews, photos and videos from private events, drivers' rooms and the garage are unlocked.



Maurizio Arrivabene meeting the Royal Family of Bahrain

To reach VIP and Team levels, users must earn points by liking pictures, responding to questions on Facebook and Twitter or sharing content.

Users cannot reach the VIP level purely by liking photos, meaning that they must post about or share content on their social networks. Requiring this kind of activity means that the content will make its way downstream from Ferrari loyalists to their social circles.

Manufacturing organic impressions in this manner allows the brand to retain its exclusivity while also reaching consumers it wouldn't normally reach.



Inside the Scuderia Ferrari garage

Similarly, gamification is a way to ensure that users continue to return to the platform. It adds a fun element encouraging users to make a couple more posts so they can claim the reward.

"We believe this gamification element will extend beyond the fan core base to all Formula 1 racing because fans are not typically provided this type of digital experience and behind-the-scenes look behind the sport," Mr. Makower said. "Whether you are already a passionate fan or not, any lover of Formula 1 or sports in general would find this to be a very engaging and rewarding experience."

Playing games

Other automakers have gone much further in leveraging the power games can hold for marketers.

For example, Italian automaker Lamborghini's new Centurio super sports car will hit the virtual road before the real-world owners can take their cars for a spin.

Lamborghini's Centurio will be the cover car for the next edition of Microsoft Turn 10 Studios' racing franchise Forza. The model has been developed to celebrate the 100th anniversary of Lamborghini's founder's birth, making this video game partnership a means to share its milestone year with a broad audience ([see story](#)).

In other sectors, gamification has long been used as a way of increasing engagement among consumers.

French fashion label Jean Paul Gaultier is building its Twitter presence without sending a single tweet.

The "Glorywall" campaign is a digital graffiti wall that automatically updates each user's status based on the number of tweets sent about the brand's collections, and the handle with the most tweets will win their favorite perfume. Jean Paul Gaultier's campaign encourages fans to browse the Web site and choose their favorite items and tweet straight from the site ([see story](#)).

"Ferrari is the pinnacle of performance, luxury, and technology, and passion permeates within all these values," Mr. Makower said. "We are helping to fuel these brand attributes and the passion shared by the legions of fans out there who love Ferrari for everything that it stands for. SocialSF All Access rewards fan dedication with this amazing access."