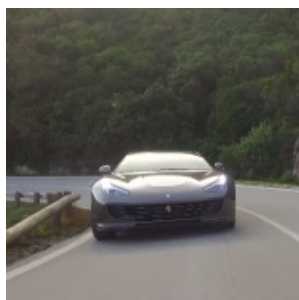


MOBILE

Ferrari extends brand with mobile magazine, artist profiles

May 3, 2016



Still from TOFMGTCA Lusso video

By FORREST CARDAMENIS

Italian automaker Ferrari is finding a new way to stay in consumers' lives with the launch of the Ferrari Magazine mobile application.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

TOFM, The Official Ferrari Magazine, launched in the app store on May 1 and largely comprises articles exploring the relationship that various artists have with their Ferrari vehicles. A mobile application will help enthusiasts and prospects to interact with the brand more thoroughly in their leisure time.

"For Ferrari, a historic brand synonymous with world-class innovation and design, a mobile offering allows them to stay current and reach their fans in a more interactive way," said Melody Adhami, President and COO of **Plastic Mobile**. "Mobile allows for them to offer their readers a more enriched version of their magazine, which has been around since 2008. Videos, exclusive content, and even emerging technologies such as AR & VR can be explored in mobile to extend how consumers engage with the brand."

Mobile magazines

With each passing year, the amount of leisure time consumers spend on mobile phones increases. The convenience of being able to browse while waiting for a morning coffee, during a morning commute or during other stop-gaps in the day has transitioned consumers from print and desktop reading to significantly less bulky mobile devices.

The mobile presence follows shortly on the heels of the Web re-launch on April 21, designed to more closely resemble the triannual print publication.



Ferrari GTC4Lusso

In addition, while mobile usage is increasing across all consumers, younger consumers are particularly active on the front and considerably less active with print publications. By establishing a stronger digital presence, Ferrari is ensuring that it stays visible among consumers who are less likely to notice its print edition.

Featured in the publication at press time was a video highlighting the new Ferrari GTC4Lusso, the grand tourer aimed at a younger audience that debuted at this year's Geneva Motor Show ([see story](#)). In the video, the vehicle is seen being washed and driving along road while repeatedly being photographed.

In addition to the video, British author Tim Parks also penned an exclusive short story about taking a trip in the vehicle, more tangibly connecting it with a lifestyle.

iPod 1:19 PM

< **TOFM** THE OFFICIAL FERRARI MAGAZINE

PROFILE HOME

CARS 11/04/2016 SHARE

The Journey – taking a trip in the new Ferrari GTC4Lusso

British author Tim Parks writes an exclusive short story for TOFM

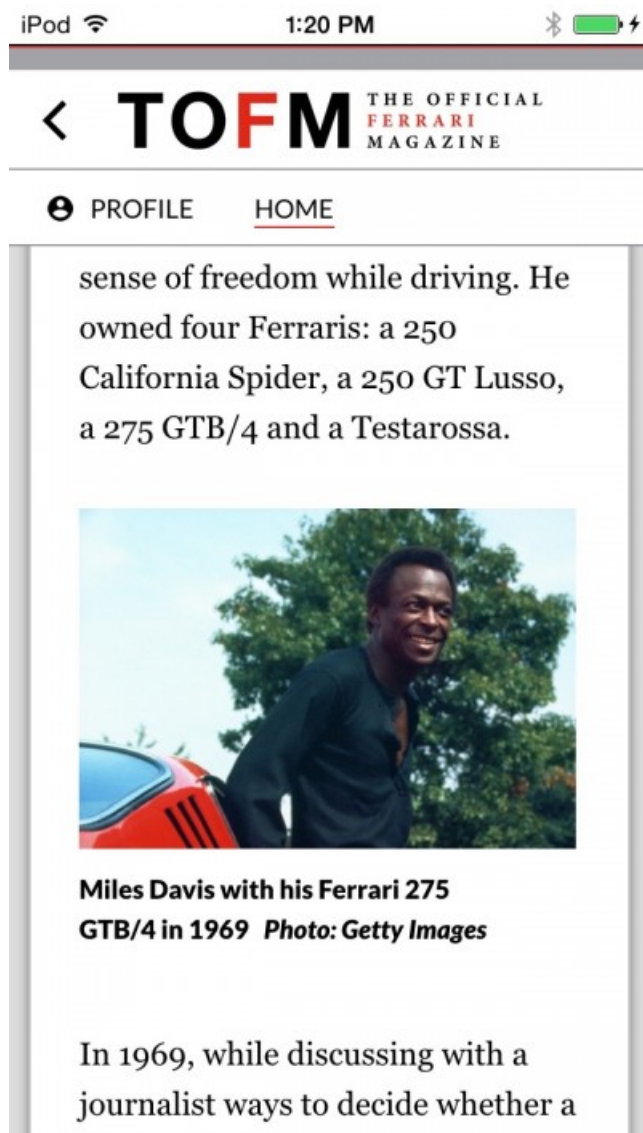
TOFM GTC4Lusso story

Aside from content advertising its vehicles, however, the magazine also includes articles about actors and musicians. One profile on Peter Sellers traces his life through his love for fast cars, drawing parallels between the vehicle and his craft. Another recounts Miles Davis' love of sports cars, particularly Ferraris, as he owned four of them.

Some content, including a Q&A with Roger O'Donnell, keyboardist of The Cure and Ferrari enthusiast, are locked except to subscribers. However, offering all consumers a sizable dose of content may encourage those who like what they see to pay for the \$250 subscription.

"This app is for anyone from the billionaire with multiple Ferrari's in his driveway to the fan with a Ferrari desktop wallpaper," Ms. Adhami said. "Bringing together the brand awareness of Ferrari and the renowned reputation of Cond Nast writers, puts this app in a good position to succeed.

"However, it still may be tough to cultivate new fans this way," she said. "With a myriad of publications to get your news from, this app will be mostly for those who already have an emotional connection with the brand."



Ferrari "Miles Smiles" article

The content helps paint a fuller picture of Ferrari's brand values, associating with idolized, creative figures. Given the comparatively limited driving opportunities for a vehicle of Ferrari's stature, cultivating a fuller lifestyle image is a way of creating loyalty and establishing virtues that extend beyond the material.

"Ferrari is taking cues from brands such as Red Bull and Starbucks and branching out in their offerings," Ms. Adhami said. "They know their consumers are not one-dimensional car lovers, but have varied interests that span across technology, music, and sport among others.

"With cars that begin in \$200,000 range, it is important that Ferrari creates an emotional bond with its consumers on multiple levels," she said. "It also attempts to marry tradition and innovation, by having articles featuring historical

figures as well as more contemporary personalities."

A new course

Ferrari has recently resolved to increase its content offering, possibly to more fully integrate itself into a consumer's day-to-day activity.

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

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 ([see story](#)).

Other automakers are also extending the brand lifestyle through an increased digital presence.

For example, German automaker Mercedes-Benz recently gave its fashion interests a home with the launch of dedicated social media accounts.

Newly created Instagram, Twitter, Periscope and Snapchat accounts under the name Mercedes-Benz Fashion provide an inside perspective to the world of designers and runway shows through the lens of the car brand. Fashion has become an important part of the Mercedes' identity through the brand's sponsorship of a number of international fashion weeks, making these new platforms an opportunity to delve further into its sartorial connections ([see story](#)).

"The purchase decision behind a luxury vehicle is much more than just the performance of the car itself, it is also about the social status it depicts for the owner," Ms. Adhami said. "When you are spending this much on a car, you are also paying for your right to join an exclusive club of Ferrari owners.

"When the magazine covers musical artists and actors, they always find a way to tie the articles back to the performer's experience with the brand," she said. "These articles are written to portray that Ferrari owners are connoisseurs of the finer things in life."