

AUTOMOTIVE

Aston Martin invites consumers along for Art of Living experiences

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Aston Martin ice driving experience

By BRIELLE JAEKEL

British automaker Aston Martin is hoping to transport consumers on a journey to live out its brand lifestyle with a series of experiences under the Art of Living ethos.

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Adventure seekers will be able to book and experience exciting trips such as ice driving on Mont Blanc in Italy, complete a road trip up the coast of California or get up close and personal at a pre-season testing Red Bull race. Throughout 2017, consumers will be able to purchase the one-of-a-kind experiences produced by Aston Martin that fit within the Art of Living name, but its video accompaniment is lacking innovation.

"Good and awful: Two words separated by a million emotions," said Scott Goodson, founder of [StrawberryFrog](#). "The idea of making the brand all about experiences over stuff is brilliant.

"But the line the Art of Living is not going to light up social media and the target of this work, the people who buy luxury performance cars do not watch ads, they hear the buzz and are in-the-know," he said. "This work is way too traditional and lacks the right attitude, the cool factor, the feeling of bravery I want behind the wheel.

"It is not willing to stick its neck out to give me the excitement I expect but that's exactly what it needs to do to grab me and smash out of all the noise from all the performance cars out there."

Mr. Goodson is not affiliated with [Aston Martin](#), but agreed to comment as an industry expert. [Aston Martin](#) was reached for comment.

Living experiences

Hopefully the buzz of the noteworthy experiences and events will be enough to carry Aston Martin's latest Art of Living campaign. While the experiences shine, the video to promote them is lackluster.

The ad opens with an Aston Martin traveling through the hills of a castle's estate, then completing driving tricks on ice and snow. Video clips from a Red Bull car race and landscape views of California and others follow.

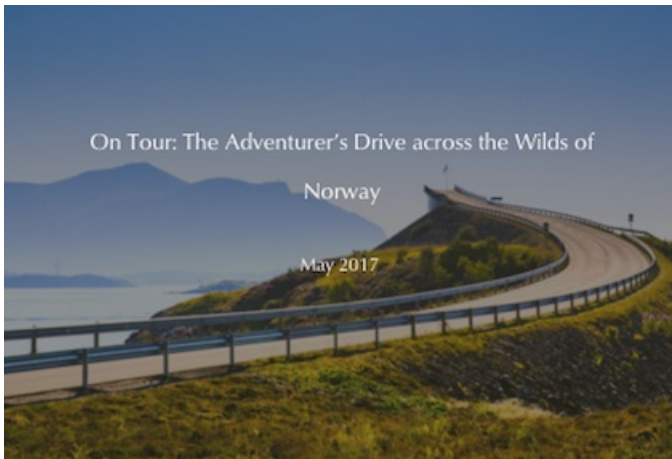
Text from Aston Martin encourages viewers to "Discover heritage and culture, with the Art of Living by Aston Martin."



Aston Martin Art of Living experience

Aston Martin's video advertisement lives on YouTube and provides a link to the campaign and event calendar. The Art of Living calendar features more than 17 experiences of which consumers can book in the future and register for interest.

Each event is a trip that spans multiple days and includes hospitality accommodations in the area's best hotels, with multiple supporting experiences. Interested consumers can learn more by clicking on each experience to read an in-depth summary and browse photos.



Aston Martin Art of Living experience

For instance, the event On Tour: Mountain Roads and Bavarian Castles will take place over the course of three days for a road trip throughout mountains and historic towns in Germany. Attendees will have access to a high-class golf course in Garmisch Partenkirchen.

"It's no secret that Bentley, Ferrari, Aston Martin, and a short list of competitors, have been curating actual events like these for years," Davia De Croix, creative director of [Sandbox](#). "In the past, however, these opportunities were available to current owners, celebrities, and automotive industry professionals by invitation only and usually the dealers did the outreach.

"In an innovative twist that has manufacturing marketing directly across platforms to curate travel, food and cultural events for potential customers, Aston Martin now takes the leading edge by opening up these experiences to a much broader audience," she said.

Art of Living

The British automaker also recently partnered with a real estate developer to design luxury residences in downtown Miami, translating its brand ethos to at-home comforts for another Art of Living experience.

Through its partnership with G and G Business Developments, Aston Martin will bring its design sensibilities and elegance to the Miami skyline. Located at 300 Biscayne Boulevard Way and the mouth of the Miami River, Aston Martin Residences will be one of the most in-demand addresses in South Florida ([see more](#)).

Originally, Aston Martin diversified its brand by highlighting the Art of Living in its first installment.

The Art of Living campaign compiled a selection of products and experiences that went "Beyond Beautiful Cars" to

develop a more cohesive branded lifestyle. Automakers have been following consumers' move toward the experiential, and the Art of Living initiative primes Aston Martin to harness the purchasing power of those commercials ([see more](#)).

While these experiences are enticing, its video is lacking.

Aston Martin's video

"Advertising is 80 percent idea and 80 percent execution," Mr. Goodson said. "Remember the recent Spike Jonze film for Kenzo...oh my god.

"This Aston Martin brand could have a lot more power, I think, because of who it is and what it's done," he said. This work feels way too middle of the road, way too blah. We live in a world today where there's the YouTube attitude of anybody can make it and this feels right there.

"You know when something's incredibly great because you really, really hate it. I'm somewhere in the middle of good and awful, and that's not good enough. Change the line, give me some brand heat and product lust."

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