

AUTOMOTIVE

Maserati seeks to set consumers free to do what they want

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Maserati Ghibli 2017

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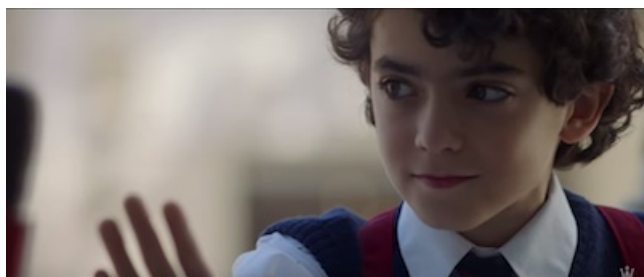
Italian automaker Maserati is setting consumers free from restrictions with a new video advertisement, playing on the common childhood memory of being told "no" often.

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"Free Your Aspirations" is Maserati's new video, which plays on the shared feeling of not being able to do something you want to do because of being told "no." The video shows a Maserati Ghibli driving by, inspiring towns people to break free and act on their aspirations.

Breaking the rules

Maserati's video opens with a young girl running through a field interspersed with a man grabbing his keys to the Ghibli. At the same time as the gray Maserati comes into view, the video cuts to another child, a young boy, staring through a window at a toy car.



Maserati's video

As the girl runs through the field she comes to a fence with a gate that says, "Do not enter," while the boy's mother drags him away from the toy car. Another man walks to sit down at a table at an al fresco restaurant, but it is marked reserved.

The Maserati then drives by the restaurant and then the boy staring at the toy. At the same time, another Ghibli, with a red exterior, passes the girl in the field, both vehicles brushing their onlookers with wind as they accelerate along.



Maserati's video

Various close up shots of the vehicles' interior and exterior are shown. Finally, the driver of the gray Maserati reaches a chain link fence with a sign reading, "keep out" and must stop.

He gets out and then after pausing to look at the sign, the driver takes down the chain and continues driving through. The red Maserati meets him on the other side, and a woman steps out of the driver seat.

Free Your Aspirations video

Maserati's video conveys that its Ghibli breaks the rules and provides freedom. The concept plays on most consumers' memory of being told no often as a child, bringing consumers together through a shared notion.

Maserati marketing

The Italian automaker also recently portrayed the related yet distinct aesthetics of the two trim options for its new Quattroporte through another lifestyle film.

Maserati's two-minute campaign film for the sports saloon, "Meet Your Equal," personified the single heart yet two unique souls that exist in two differently outfitted vehicles. Creating context for these vehicles may help potential owners pick the right option for their own personality ([see more](#)).

The vehicle manufacturer also took over two suites at Monaco's Htel de Paris, Place du Casino de Monte-Carlo for a literal in-room experience.

Between the dates of July 1 and Sept. 30, guests were able to book suite 321 or 322 at the Htel de Paris to immerse themselves in the elegance of Maserati while in one of the world's most luxurious cities. The suites were conceptualized by up-and-coming Italian interior designers Ludovica+Roberto Palomba as the hotel underwent renovations ([see more](#)).