

AUTOMOTIVE

## Maserati looks to social users to name limited-edition vehicle

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By BRIELLE JAEKEL

Italian automaker Maserati is giving the power of naming its latest limited-edition vehicle to its fans as part of a social media campaign to make a dramatic release.

Hoping to convey the edginess of the limited-edition model, Maserati is sharing dark and mysterious campaign content regarding its upcoming high-gloss black Ghibli edition. The automaker is employing fans to come up with a name that embodies the new glossy black edition and submit it through social.

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Driving innovation

Maserati is looking to social media users, consumers and fans to come up with a name fitting for the latest Ghibli model. The automaker is urging users to submit two to three words that embody Maserati-brand history, Ghibli traits and an edgier side of Maserati.



*Maserati's campaign video*

A form attached to a video for the Maserati Ghibli and accompanying campaign allows users to submit their entry. Users that select the button "enter now" on its Facebook video will be able to submit their name idea without having to leave the page.

Users only have to type in their submission and their name and email if they are different than their Facebook name. A pop-up form appears with the three criteria boxes.

After inputting their idea and information, users submit the info and can either exit or proceed to Maserati's Web site for more information.



*Maserati's campaign video*

The Ghibli video shows off the edgier model with ominous tones, dark cinematography and a thrilling score. The spot features various close up shots of the Ghibli with very dark lighting and filmed in black-and-white.

#### Marketing for Maserati

Maserati's campaign for the limited-edition Ghibli comes on the heels of another campaign. The Italian automaker set consumers free from restrictions with a new video advertisement that played on the common childhood memory of being told "no" often.

"Free Your Aspirations" is Maserati's previous video ad, 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 ([see more](#)).

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

Maserati's two-minute campaign film for the sports saloon, "Meet Your Equal," personifies 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](#)).

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