

AUTOMOTIVE

Maserati indexes noteworthy UK entrepreneurs in Sunday Times supplement

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Maserati Quattroporte GranLusso

By JEN KING

Italian automaker Maserati is speaking directly to Britain's entrepreneurial community with placement in print.

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On Sunday, March 26 Maserati will place content in the business section of the United Kingdom's The Sunday Times newspaper to promote The Maserati 100, an index of British captains of industry. Although a large percentage of print audiences have traveled to digital channels, traditional print placement is still an effective method to reach consumers, especially those affluent enough to not rely on social media.

"The Maserati 100, recognizes 100 British entrepreneurs who are business disruptors game-changers of our times," said Anna Angelini, press and public relations manager, **Maserati GB**, London. "By using ground-breaking and unique business models, these entrepreneurs are revolutionizing their respective industries.

"Maserati itself was founded more than 100 years ago by five brothers who were entrepreneurs, and indeed disruptors of their time," she said. "Originally a motorsport works, the family made a ground-breaking move in 1926 by acquiring Diatto's racing materials including chassis, gearboxes and other components to create the very first Maserati car, the Tipo 26.

"The car quickly made its name on the Italian motor racing scene resulting in the brothers working non-stop to meet demand, producing a total of 43 Tipo 26 race cars."

Read all about it

The Maserati 100 was launched in conjunction with Centre for Entrepreneurs in 2015 as part of the automaker's 100-year anniversary.

For the inaugural index, **Maserati** chose individuals who portray similar entrepreneurial spirits as its founders and who give back to the next generation. Honoring 100 British businessmen and women will likely help the automaker demonstrate a personal dedication to upcoming generations of innovators ([see story](#)).

To promote The 2017 Maserati 100, the automaker has secured a four-page, pull-out supplement in The Sunday Times' March 26 edition.

As with the 2015 and 2016 lists, Maserati has recognized 100 British entrepreneurs who are "disruptors of our times." Those profiled include individuals using ground-breaking and unique business models and those who have revolutionized their respective industries.



MASERATI

THE MASERATI 100

IN ASSOCIATION WITH



THE SUNDAY TIMES

Logo created for The 2017 Maserati 100 print supplement

Selecting The Sunday Times' Business section properly aligns The Maserati 100 index with influencers of British and international business relations. It is likely also that the individuals listed often grace the section's pages.

Further, Maserati's placement for these entrepreneurs may generate business leads or spur investment by affluent readers of The Sunday Times.

Included in The 2017 Maserati 100 is Paul Lindley of Ella's Kitchen, an organic baby food brand from the U.K., recognized for its mission to reduce childhood hunger and obesity. Another is Emily Brooke, founder of Blaze, an urban cycling brand.

The 2017 Maserati 100 will also be featured on a dedicated microsite. Here, readers can view the 2015 and 2016 indexes as well as read exclusive interviews and watch video content featuring this year's honorees.

Maserati's microsite can be found [here](#).

Where the ad-spend goes

In the digital space, Maserati has performed well with a Facebook targeting strategy.

Maserati recently wielded Facebook's advertising capability to drive direct sales for its Levante SUV, leveraging custom audiences and data-driven pushes.

The automaker saw 127 vehicles sold directly from its recent two-phase Facebook campaign that built a targeted audience for those most likely to engage with the ads. The brand worked with outside data to discover Facebook users that were luxury SUV shoppers ([see story](#)).

But, advertising in the wrong places can do more harm than good, according to a 2016 study by Rogers Insight.

Interestingly, luxury car advertisers stood out in that newspapers were deemed only the second best outlet for advertising. "Sites for business professionals" ranked highest.

Nevertheless, the high placement of newspapers among a vast majority of consumers as both a prestigious and appropriate outlet should make them more attractive to advertisers ([see story](#)).

"As Britain's leading Sunday broadsheet newspaper and this being the third year Maserati has worked with The Sunday Times, they are the natural partner for The Maserati 100," Maserati's Ms. Angelini said.

"The campaign isn't limited to print," she said. "There will be a series of exclusive video content released on a

dedicated microsite as the campaign gathers pace."

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