

AUTOMOTIVE

Maserati takes targeted approach to TV ads

May 14, 2018



Maserati is making a television push for its Levante. Image courtesy of Maserati UK

By SARAH JONES

Italian automaker Maserati is making a wider push for its Levante SUV in the United Kingdom through its first national television campaign.

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

Working with Sky Media's Sky AdSmart service, Maserati is reaching out to likely luxury buyers through targeted and geolocated placements. For luxury brands who have niche audiences due to high price points, traditional television pushes can be too broad, but Maserati's collaboration allows the brand to reach a wider audience that is more apt to be interested in its cars.

Maserati UK was reached for comment.

On TV

The Levante is Maserati's first sport utility vehicle. Originally debuted in 2016, the model has helped boost the automaker's sales in recent years.

While the Levante has a price tag that is lower than many of the automaker's other cars, it starts at around \$74,000. Due to the price point of the model, the average consumer is not likely to be a potential buyer.

As it sought to appeal to a wider, national audience through television, Maserati decided to run its first campaign with Sky AdSmart. This allows it to target those who live near dealerships and affluent individuals who are more apt to be interested in a new luxury car.

Running for five months, the 30-second spot introduces the "Maserati of SUVs." The spot features individuals having outdoor adventures such as shooting flaming arrows or chopping wood.

A voiceover says, "You want a Maserati, but you need an SUV."

Clips show a child blowing bubbles or an eagle soaring as the voiceover asks, "Why not have both?"

The 2018 Levante. The Maserati of SUVs

"The five month national advertising campaign will allow Maserati to increase awareness of our SUV, Levante, to audiences who could be interested in owning one, but are not familiar with it," said Mike Biscoe, general manager

of Maserati GB, in a statement. "At the same time we hope it will help inform people's understanding of Maserati as an exclusive but affordable luxury brand.

"Sky AdSmart is an efficient and intelligent way to achieve this, and we look forward to welcoming potentially new and existing customers into our Maserati showrooms across the U.K., to try Levante for themselves."

Marketing mix

In 2014, Maserati reinforced its dedication to the North American market during the Super Bowl with its first television commercial.

The commercial promoted the Ghibli model, the brand's first under \$100,000 vehicle, evincing a movement toward inclusivity. Also, the commercial's cinematic nature featuring actress Quvenzhané Wallis aligned with the brand's image during an occasion that often has less to do with reputation building than with conversation shaping ([see story](#)).

For the Levante, Maserati has seen success from targeted efforts.

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](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.