

ADVERTISING

Ferretti Yachts breaks new campaign for homey journey-over-destination feel

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Totally not at sea: the new Ferretti Yachts ad campaign. Image credit: Ferretti Yachts

By STAFF REPORTS

Italian brand Ferretti Yachts debuted a new advertising campaign that seeks to cement its timeless-elegance brand positioning with a more intimate language and lifestyle allure.

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The effort will rely on double-spreads in black and white appearing in key magazines worldwide whose audience profile syncs with Ferretti Yachts'. The overall goal is to elevate the brand image worldwide.

"The ultimate protagonists are the yacht, the sea and the journey, along with the beauty and exclusive design of the product," Ferretti Yachts said in a statement.

"For the first time with a new and unique interpretation, the journey becomes experience, a moment of personal life in which the search for absolute wellbeing takes precedence over the destination."

Founded in 1968, the Ferretti Group makes motor yachts and pleasure vehicles. Its portfolio of brands comprises **Ferretti Yachts**, Riva, Pershing, Itama, Mochi Craft, CRN, Custom Line and Wally. Chairman Tan Xuguang and CEO Alberto Galassi lead the group.



At home in a Ferretti yacht. Image credit: Ferretti Yachts

Glamour oozes from the campaign shots, with two headlines that sum up the essence of the Ferretti Yachts philosophy: "Stay at home" and "Just like home."

Both ads show gamine women lounging on a Ferretti yacht, one staring intently at the camera and the other looking at the sea. They seem to enjoy the domestic warmth that only a home can give.



Home body. Image credit: Ferretti Yachts

Lucio Gelsi shots the photographs for the campaign under the direction of ad agency Lorenzo Marini Group and the creative supervision of Mr. Marini himself and his team.

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