

AUTOMOTIVE

## Bugatti shares uncompromising look at luxury in cinematic campaign

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*The Bugatti Chiron Super Sport masters both luxury and speed. Image credit: Bugatti*

By SARAH RAMIREZ

French automaker Bugatti is embracing its reputation for high-performance luxury with a sleek film campaign featuring the new Chiron Super Sport.

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Set in Monaco, "Le Cadeau" follows a glamorous couple enjoying the new **Bugatti** hyper sports car along the winding roads of the Mediterranean coast. With a price tag of 3.2 million euro, or about \$3.8 million at current exchange, the Chiron Super Sport epitomizes luxury.

"The film checks all the imagery boxes that ultra-premium marques use: beautiful location and lifestyles, expensive timepieces and personal jets, and the freedom of time that personal wealth endows to enjoy such things," said Tyson Jominy, vice president for data and analytics at **J.D. Power**, Nashville.

"Bugatti is the highest echelon automobile and lifestyle," he said. "With starting prices in the millions, only a rare few will ever consider such a car."

### Bugatti birthday

The film begins with a wide shot overlooking Monaco, the marina and bright blue waters. Seagulls are heard in the background, as well as a seductive score.

The protagonist is seen taking in the view from a window. Then he walks over to a table and picks up a birthday card and gift, or le cadeau.

The note from his partner instructs him not to unwrap the gift yet, but to instead meet her at their favorite restaurant that afternoon. The man dresses for the day and walks by a row of Bugatti before stepping inside a white Chiron Super Sport.

*The Chiron family includes the Chiron Sport, the Chiron Pur Sport and the GT Chiron Super Sport*

With a top speed of 400 kmh, or more than 273 mph, the Chiron Super Sport has been designed for optimal aerodynamic performance and is Bugatti's fastest series production hyper sports car. Production is set to begin

soon in Molsheim, France, with deliveries starting in early 2022.

Accompanied by the dramatic soundtrack, the man drives by yachts, luxury boutiques and other glamorous surroundings on his way to the restaurant.

Once he arrives, his wife steps inside the car. Confused, the man asks her if they are having life and she replies that they must make a detour to an airfield first.

As they drive, the woman asks him if he is ready, motioning to the wrapped gift. He speeds up the Bugatti as they approach a tunnel and in the next frame, the couple has switched seats.

Now in the passenger seat, the man finally opens his gift: a rare Bugatti Chiron Tourbillon. Bugatti has partnered with U.S. watchmaker Jacob & Co. since 2019 to create timepieces inspired by the automaker's hypercars.



*The Chiron Tourbillon, one of the birthday gifts. Image credit: Bugatti*

The woman continues driving through the tunnel, and the engine roars as she approaches the Chiron Super Sport's top speed to exemplify its performance. The film ends with Bugatti arriving at the airfield surrounded by mountain views.

"The Bugatti campaign encompasses multiple communication disciplines designed to disrupt and excite your visual, audio and emotional senses of undisputable quality," said Rebecca Miller, founder/CEO of **ARTful Communication**, New York. "The beauty of the location shots, freedom expressed in the passing speed of the landscape shots, the architecture, interior design, wardrobes, lighting, packaging and the surprise of the gift, an exclusive watch, addresses the visual sensation of quality.

"The music and torque of the engine exerting itself to awaken engages the viewer's audio sensations leaving the romance, anticipation and intrigue to engage our emotions," she said. "All of this has been composed in a manner that illustrates rarity but does not shout arrogance."

#### Branding Bugatti

With its most exclusive vehicles costing millions of dollars, Bugatti does not typically rely on the traditional marketing of more premium automakers.

"The person who owns a Chiron Super Sport will own multiple cars and as the film depicts, even multiple Bugattis," Mr. Jominy said. "So why even do a film for a car that few will ever see and fewer still ever have the opportunity to own?"

"Bugatti is not competing against other car makers as there are so few at its price point," he said. "Bugatti is competing for share of fortunes among the ultra-wealthy whose spending options range from owning the view of Monaco depicted in the film to the yachts and planes also shown.

"It's a lifestyle that takes decades or generations to achieve and its consumers are buying it on feeling. This film may play at its dealerships, but it's also easily distributed to potential customers."

Bugatti, which debuted the original Chiron in 2016, currently has dealerships in 15 countries.

In 2018, Bugatti pushed Lego to the limit by using Technic pieces to build a life-size, drivable Chiron, including the engine. The creation of the Lego Chiron was captured in a short film ([see story](#)).

That same year, Bugatti released two video teasers in the lead up to the unveiling of the Divo, an ultra-exclusive model limited to 40 supercars. The vignettes featured engineer sketches and archival photographs of the

automaker's early racing days ([see story](#)).

"The philosophy and integrity of Bugatti's brand is evidenced in its cars most noticeably in its supercars," Ms. Miller said. "It focuses on quality as realized in its fierce sleek designs using the most premium of materials that cannot be found in other luxury cars."

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