

AUTOMOTIVE

Aston Martin repositions itself through global brand revamp

July 21, 2022



New version of iconic hand-enameled wings, to be featured on next generation Aston Martin sports cars. Image courtesy of Aston Martin

By AMIRAH KEATON

British automaker Aston Martin is unveiling a new global rebrand, topped with a contemporary logo update that marks the company's first marque adjustment since 2003.

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Leading with a series of high-impact short films, the "Intensity. Driven." campaign features all five of Aston Martin's current high-performance production models. A bold creative concept ushers in a new era for the brand, reflective of the automaker's largest strategic repositioning investment in more than a decade.

"Retaining the elegance and sophistication that our brand and products are revered for worldwide, this emotionally led creative direction dials up the bolder, edgier, and more intense characteristics that have always underscored Aston Martin," said Renato Bisignani, head of global marketing and communications at Aston Martin.

"Building on our return to the pinnacle of motorsport in Formula One, the launch of Intensity. Driven.' marks the next phase in our evolution of the Aston Martin brand, as we unleash its global potential and maximize our unique position at the cutting-edge of ultra-luxury and high performance."

A new era

Seeking to convey the emotional connection that drivers have with their cars, Aston Martin's standout campaign video titled "Intensity. Driven." combines intense narration with visuals that aim to exhibit stimulating physiological effects like pupil dilation and heart rate increases.

Clips showcase models such as the DBX707, V12 Vantage and Valkyrie in action. In a variety of social, digital and print campaign content, values that have become synonymous with the brand, including craftsmanship and design, are on display.

The campaign and rebrand celebrate the emotional intensity of driving an Aston Martin

In addition to the film, Aston Martin's world-renowned design function collaborated with British art director and graphic designer Peter Saville on an update to the brand's classic wings logo.

"The previous design served its purpose well for the time, but when one looks at the two side-by-side today, you see it the previous iteration looks overly complex; it has too many lines and it doesn't have the contemporary feeling the new wings have," said Marek Reichman, executive vice president and chief creative officer at Aston Martin Lagonda.

"It's quite a simple change really, but that simple change is so important because we're now in a different space and a different place as a brand," he said. "The new design brings with it a clarity of vision, clarity of message, a simplification, but also more power."

In celebration of the launch, the luxury manufacturer's Aramco Cognizant F1 team will feature the updated wings design on its uniform for the upcoming French Grand Prix.

With this comprehensive rebrand, Aston Martin aims to continue engaging brand loyalists while reaching new audiences, as part of an overarching strategic repositioning effort.

"Aston Martin is just one of a number of automakers who have recently revamped their logos BMW, VW, Kia, Cadillac and Nissan have also launched new branding," said David Undercoffler, editor in chief of [Autolist.com](#). "The goal for each is the same: simplify and modernize the logo without changing it too much to where it becomes unrecognizable."

Innovation at scale

"Intensity. Driven." is one of many multifaceted collaborations and business initiatives that the automaker has unveiled as of late.

Earlier this year, the brand added more than 100 jobs at its St. Athan site in Wales following the debut of the DBX707 model, following a commitment to support manufacturing jobs in the United Kingdom ([see story](#)).

The company also recently announced a partnership with lithium-ion battery tech investor Britishvolt to develop a new high-performance battery, pushing its electrification strategy forward ([see story](#)).

"This is a trend among automakers as the entire industry prepares for the massive shift to electrification that we're in the early stages of," Autolist.com's Mr. Undercoffler said. "Aston's update certainly succeeds in this regard, giving the iconic brand a refresher image moving forward."