

AUTOMOTIVE

Aston Martin juxtaposes models old and new in milestone anniversary activation

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"Intensity: 110 Years in the Making" titles the new global marketing campaign, marking more than a century in business. Image courtesy of Aston Martin

By AMIRAH KEATON

At the core of British automaker Aston Martin's 110-year anniversary effort is a juxtaposition of marque models old and new.

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"Intensity: 110 Years in the Making" titles the forthcoming global marketing campaign, a yearlong exercise celebrating more than a century in business since the company's founding in 1913. Inclusive of copious bouts of digital content and dedicated imagery outlining the storytelling opportunity, a number of event sponsorships and the launch of an exclusive special sports car model also slot into the special initiative.

"Aston Martin has always been unique in that its road cars follow the classic grand touring template, balancing comfort and performance in equal measure," said Michael Austin, senior research analyst at [Guidehouse Insights](#), Ypsilanti.

"The new messaging plays on the aspects of the brand that set it apart from other luxury automakers like small-volume, style, performance, and handcrafted luxury," Mr. Austin said. "It's not all that different from where Aston Martin was prior to the new campaign, but there's more emphasis on the emotional aspect.

"That's interesting as we look at the transition to electrification and how these luxury brands will attempt to maintain an identity that was previously defined in large part by roaring engines."

Mr. Austin is not affiliated with Aston Martin, but agreed to comment as an industry expert.

110 years in the making

Aston Martin's "Intensity: 110 Years in the Making" tracks the marque's early moments down to its exact Sunday founding many January's ago therein arguably lies the company's strength. In threading the needle between the stories of yesteryear and today's brand image, the entity enables itself to sell a strong sense of familiarity alongside its luxury fleet.

Fronting the campaign is one of Aston Martin's oldest surviving racing models, the 1923 racer Razor Blade, and the

Valkyrie hypercar, a contemporary sports car constructed from Formula One-engineered elements.

Imagery shows both innovations side-by-side. The branded presentation provides perhaps the ultimate show of modernization.

Digital content for Aston Martin's anniversary effort arrives

In addition to digital content rounds, complete with futuristic treatments and sleek chrome touches, the launch of an exclusive special sports car model is slated for this year as part of the anniversary play.

"In 1913 Lionel Martin and Robert Bamford came together with a shared vision of racing cars and using learnings from the racetrack to push the boundaries of automotive innovation," said Amedeo Felisa, chief executive officer of Aston Martin Lagonda, in a statement.

"110 years and little over 110,000 cars later, that spirit continues," Mr. Felisa said. "Our 110th year promises to be just as exciting as our first, as we turn a new chapter in Aston Martin history with the launch of our next generation of sports cars and the reveal of an extraordinary special model later this year that will celebrate this unique milestone.

"The 110th anniversary is one of several notable landmarks for Aston Martin in 2023, with the year also marking 75 years of the DB bloodline, 60 years of the iconic DB5 model and 20 years of Aston Martin's Gaydon headquarters, the purpose-built facility serving as a center of excellence for world-class sports car design and engineering."

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A post shared by Aston Martin (@astonmartinlagonda)

Various high-profile event sponsorships such as the British Grand Prix at Silverstone, Goodwood Festival of Speed and Pebble Beach Concours d'Elegance are among a list of major programs with which the automaker has a presence planned as well, positioning itself in key markets.

Comprehensively, the execution proves quite strategic in nature, allowing Aston Martin to show off both its rich history and its highly anticipated next generation of sports cars to come.

Longtime learnings

Aston Martin's campaign comes after a global rebrand last year ([see story](#)).

"The new logo, which was announced last year along with a massive reinvestment plan, is a fitting way to announce a new era for the company," Mr. Austin said.

The rebrand celebrates the emotional intensity of driving an Aston Martin

"It's an update, not a wholesale change, and you can see that in the elements of this new campaign," he said. "Aston Martin is mixing in its long racing history with recent success at Le Mans and involvement in F1, historic models along with the new Valkyrie, plus plenty of reminders from all the James Bond films.

"From a positioning standpoint, it seems smart in that heritage is often a key aspect of luxury branding and, unlike high-quality materials or craftsmanship, can't be replicated."

Last November, the British automaker named Tony Joseph as its new regional president for the Americas, as part of a more aggressive push into this hemisphere. The appointment follows the relocation of Aston Martin The Americas to New York as its regional headquarters ([see story](#)).

This current anniversary effort feeds off of the momentum.

The continual touchpoint does not just denote the auto brand's 110th birthday but showcases just how far a well-maintained archival collection and bold brand values can push a bout of luxury storytelling ahead.

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