

AUTOMOTIVE

Ode to Joy' centers frenetic film from Maserati

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The initiative is named after Beethoven's iconic "Ode to Joy." Image credit: Maserati

By ZACH JAMES

Italian automaker Maserati is turning to an award-winning filmmaker and timeless tune to celebrate the release of its new convertible.

Helming the latest campaign from the automotive icon is Italian director Marco Gentile, who combines the power of the GranCabrio Trofeo with the poise of classical musical compositions. Remixing a familiar piece of music, the film showcases actors speeding around the Mediterranean peninsula, creating a dichotomy between the grace and muscle spotlighted on video.

Familiar favorites

German composer Ludwig van Beethoven's "Symphony No. 9" scores the short, specifically the piece's final movement, "Ode to Joy" which the campaign is also named after.

Released earlier this month, the film is being placed on the brand's YouTube channel as well as its other social media accounts.

Maserati presents its "Ode to Joy"

Mr. Gentile provides a steady hand to the marketing endeavor, as he has worked in the industry for decades, making music videos as well as short films for many well-known brands and luxury names along the way, including BMW, Lexus and Mercedes-Benz. In 2010, he won the prestigious Silver Lion at the Cannes Lions International Festival of Creativity, the largest gathering of advertising professionals in the world.

Now lending his hand to Maserati, the maestro guides the 54-second-long video in his signature off-the-wall style.

Beginning on coastal cliffs overlooking the Adriatic sea, three actors drive the GranCabrio Trofeo across the roadway until one of its passengers begins whistling the iconic Beethoven tune all shot from static angles.

From there, the ad's frenetic pace begins.

Sweeping drone shots, quick camera moves, zoom-ins and spinning motions characterize the remainder of the advertisement, "Ode to Joy" now booming in the background, with modern touches, such as trap drums and purposefully distorted notes.

Shot in the Puglia region of Italy, the film displays the marvelous sights on the heel of the country's boot shape.



The short was released on March 18. Image credit: Maserati

A variety of scenes showcase the places the new convertible can take its passengers, from a pool party to beach waves and art exhibitions. All of the imagery falls into a motto announced by the automaker and present within the film itself: "Sing like no one is listening, love like you have never been hurt, dance like nobody is watching and drive like the best is yet to come."

Made entirely at Maserati's facility in Modena, Italy, the GranCabrio Trofeo is **available now** and starts at \$203,000.

With this release, the company joins Swiss watchmaker Tag Heuer ([see story](#)) and South Korean automaker Genesis ([see story](#)) in interacting with the film world.

Forged in fire

Maserati is one of a few luxury automotive manufacturers still propping up their non-electric vehicles, a strategy continued with "Ode to Joy."



Promoting non-EV cars is an anomaly in luxury. Image credit: Maserati

As EVs overtake the high-end market and consumers demand more sustainable options with high-tech offerings, platforming combustion-powered cars is becoming a rare occurrence.

Toyota Corp.'s Lexus which also offers a variety of BEVs is among this crowd, advertising the GX SUV as a part of its annual holiday showing last year ([see story](#)). Italian automaker Lamborghini is similarly taking part, showcasing its Huracn EVO model ([see story](#)) as a part of an art exhibition.

Maserati and Lamborghini are in a similar boat, having few EV or hybrid options for their respective audiences to choose from. As time rolls on and electric offerings expand, activations for traditional cars are more important than ever if the product segment is to survive.