

INTERNET

## Rolls-Royce stirs up digital hype for Wraith model

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By TRICIA CARR

British automaker Rolls-Royce Motor Cars is teasing the upcoming release of its new Wraith model March 5 at the Geneva Motor Show by releasing the first shadowed image to the public and hosting an interactive video on its Web site.

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**Luxury Daily**

Rolls-Royce is targeting ultra-affluent Web and social media users via its initial efforts to market the Wraith. There is no question that digital is often an effective channel in terms of marketing a new model release since the message is likely to be fueled by users in addition to the brand.

“The strategy was to build buzz and create interest around the new look and offerings of the Wraith,” said Christopher Cobb, creative director at [SapientNitro](#), New York. “This is a similar tactic we see in Hollywood where trailers tease the story and look of the film to build excitement and anticipation.

“This strategy is typically effective, especially when the content is interactive and sharable as with the Wraith microsite,” he said.

Mr. Cobb is not affiliated with Rolls-Royce, but agreed to comment as an industry expert.

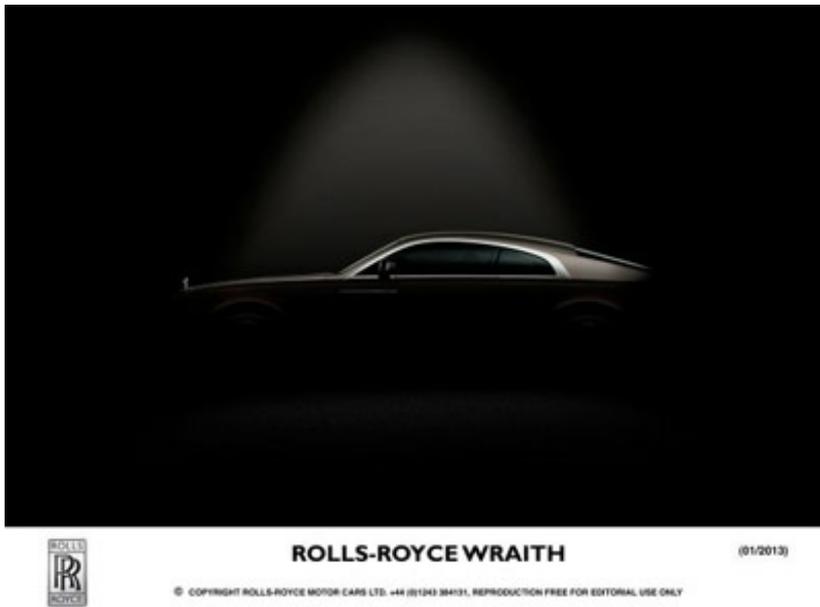
[Rolls-Royce](#) was unable to comment directly on this matter.

Get the ball rolling

Rolls-Royce released the first official image of the Wraith. The model is set to be revealed in March at the Geneva Motor Show.

The shadowy image shows only the top of the model as if an overhead light is shining in an otherwise pitch-black space that encases the vehicle.

The image was intended to be a beautiful and befitting representation of the brand, per Rolls-Royce.



*Teaser image*

Rolls-Royce is sharing the image with consumers via its Web site and social media channels such as Facebook, Twitter and Google+.

The automaker updated both its Facebook and Google+ cover images to show fog in the shape of its Spirit of Ecstasy hood ornament.



*Facebook page*

On Twitter, the brand is stirring up the conversation through the #Wraith hashtag.

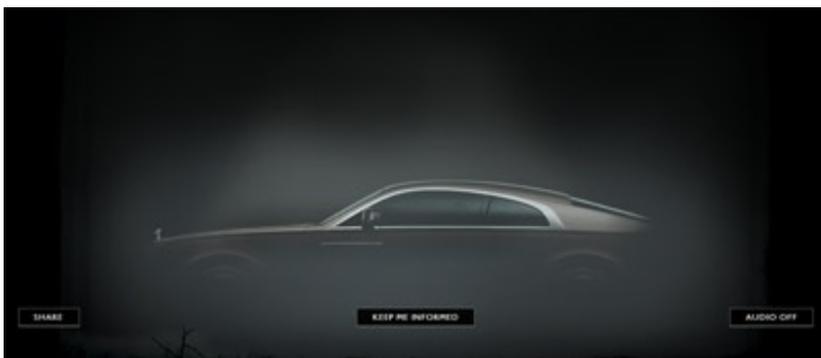


### *Hashtag search results*

Also, Rolls-Royce's Web site is hosting an interactive video clip at <http://www.rolls-roycemotorcars.com/reveal>. Users can reach the page through the site's homepage and social media promotions.

Visitors are told to turn on their computer's audio capability so they can hear a low voiceover repeatedly state "it's waiting."

Then, users can swipe their mouse across the screen to reveal parts of the Wraith image.

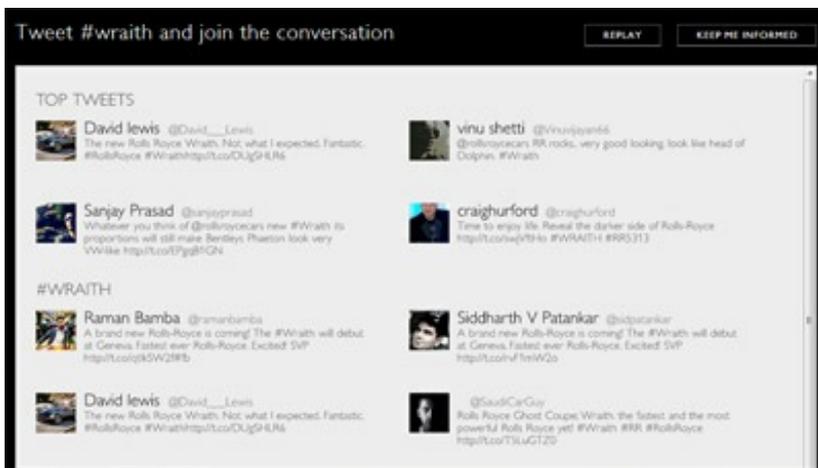


### *Teaser site*

Soon a video begins that shows the Spirit of Ecstasy materializing from fog.

The words "Wraith," "And the world will stand still" and the date of the model's release appear subsequently on the screen.

A feed of the #Wraith hashtag on Twitter is displayed when the video ends. Users can also sign up to receive more information about the model.



## Teaser site

### Digital daredevil

Rolls-Royce is smart not to discount the power of digital to market the Wraith, experts say.

“Product launches, in particular, are perfect for today's digital environment,” said Marko Z. Muellner, senior director of marketing at [ShopIgniter](#), Portland, OR. “Immersive video, anticipation and buzz-building are all perfect for reaching today's social + mobile consumers.

“Rolls-Royce has a real opportunity to use the launch of the Wraith to begin to build awareness and equity with a new generation of affluent consumers,” he said. “Rich video, pre-launch teasers and easy sharing and opt-in are the basics.

“I hope Rolls Royce can go beyond this initial effort and get creative about how it plans to generate buzz that lasts.”

Also, digital allows Rolls-Royce to learn from other automakers in the space.

“Rolls-Royce took this approach to build hype for the Wraith simply because digital works,” per Chris Ramey, president of [Affluent Insights](#), Miami, FL. “Today’s digital marketers can communicate with the affluent on their terms, creating dialogue and grow their business.

“Rolls-Royce has the benefit of watching everything that BMW does,” he said. “This is not just a test – Rolls-Royce knows it is going to be effective.

“Rolls-Royce will gain exposure, traffic, revenue and profits from these efforts.”

Digital often transitions to mobile. Therefore, the automaker should be mindful of all channels in its follow-up efforts.

“Digital channels allow consumers to interact with the product, message or brand whenever and wherever they are,” SapientNitro’s Mr. Cobb said. “The type of interaction and the types of content need to be appropriate and mindful of the channel capabilities, as it would be with traditional media.

“This is why I see digital becoming the more pervasive, point-of-interest channel in marketing, while traditional or other types of channels working in support of the

messaging,” he said.

## Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/drdeEwXqHg0>

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