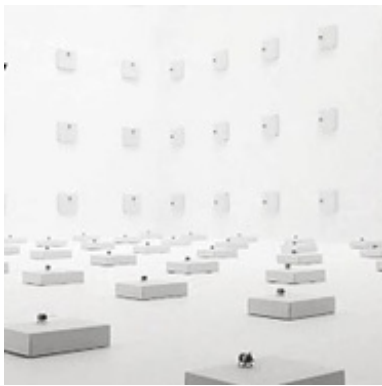


TELEVISION

Maserati challenges entry-level luxury with Ghibli campaign

November 27, 2013



By JOE MCCARTHY

Italian automaker Maserati launched its Ghibli model at the Los Angeles Auto Show with a new campaign that aims to disrupt the entry-level luxury automotive market.

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Luxury Daily

The "Absolute Opposite of Ordinary" campaign revolves around the theme that Maserati will never succumb to cookie-cutter designs, giving its vehicles an edge over others. By pricing the Ghibli model at the fringes of entry-level luxury automotive with a \$65,600 price tag, the brand is able to tap a much wider consumer-base without risking brand dilution.

"I think what Maserati needs to do is highlight that the Ghibli starts from 65K," said George Magda, vice president of national accounts at [Herman Advertising](#), Fort Lauderdale, FL. "They will be able to hit a broad-reach client if they put in their price point.

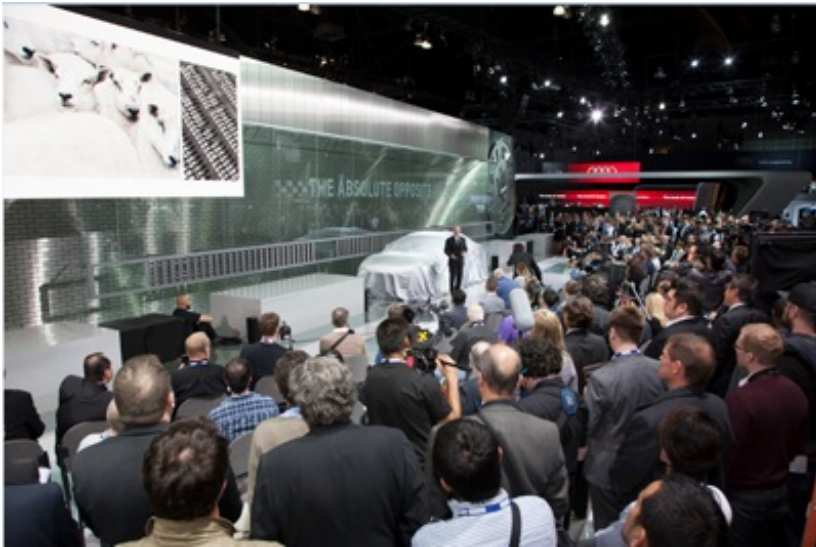
"Consumers won't get the fact that it's affordable because Maserati is generally equated with a supercar," he said. "This is a good entry-point into an Italian family, a Ferarri type of DNA for sub-six figures."

Mr. Magda is not affiliated with Maserati, but agreed to comment as an industry expert.

[Maserati](#) was unable to comment by press deadline.

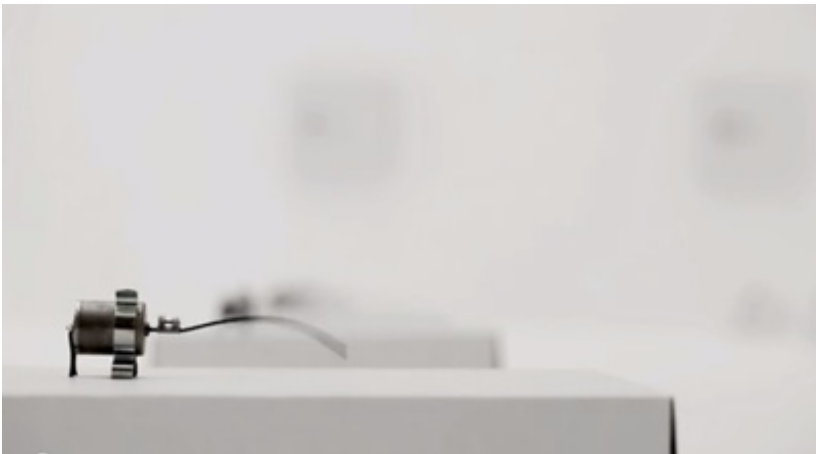
What happened?

Maserati displayed the Ghibli at the Los Angeles Auto Show where it detailed its latest campaign.



Maserati at Los Angeles Auto Show

The campaign's television spot that propels the campaign features rows upon rows of white elevated platforms in a white room. Wimpy engines sit spinning on top of the platforms, which signify the state of luxury vehicles.



Video still

A voiceover wonders how luxury vehicles could become "quiet, little motors" and "boxes that look just like the next."



Video still

Maserati promises consumers a break from this monotony with its Ghibli model, which disrupts the uniformity of the commercial with a growling appearance at the end.

Embedded Video: [//www.youtube.com/embed/sIq7OY-s7PQ](http://www.youtube.com/embed/sIq7OY-s7PQ)

Maserati - The absolute opposite of ordinary

Although Maserati doesn't spell out the price points of the model, the plunge from six figures will open the brand up to a new and younger market.

The brand has been promoting the new campaign on its social media pages.



Maserati Facebook page

Disruptors

Other automakers used their time at the Los Angeles Auto Show to vault new marketing campaigns.

For instance, British automaker Jaguar cranked up the anticipation for the new F-Type Coupé model that was unveiled Nov. 19 at the Los Angeles Auto Show with a series of mysterious social media posts that bolster the brand's latest umbrella campaign.

The automaker stitched together vines and ordinary posts heavy with shadows and furtive language that merge with the brand's latest British Villains campaign. By channeling new model releases through the film of its emerging British Villains campaign, the brand has a good chance of impressing this new message on the public's imagination ([see story](#)).

By prowling into a new market segment, Maserati may lure consumers of other brands.

"When you go into a parking garage in a high-income demographic city and all you see is BMWs and Mercedes, you'll feel different when you pull out of the garage in a Maserati," Mr. Magda said.

"65K in luxury class is definitely within those ranges of vehicles and the spot will appeal to people looking to be different from other brands," he said. "BMW and Mercedes look like Honda Accord when compared to a Maserati."

"Even a Porsche is quite normal compared to a nameplate of a Maserati."

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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