

INTERNET

## Ferrari distills power of California T in official video

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By JOE MCCARTHY

Italian automaker Ferrari is ratcheting up hype for its new California T model with an official video.

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**Luxury Daily**

The video establishes the barest of narratives before giving way to a meditation on the car's various assets. Ferrari has also created a microsite for fans to explore the California T's technical details.

"They did what you expect them to do to glamorize the car," said Charles Hughes, founder of [Brand Rules](#), Snowmass, CO.

"It's very much in tune with the brand," he said. "They do a great job of showing off the features of the car and it's romantic in all these beautiful European settings, but it's selling to the choir.

"The video works for them because they know who they are and know who their market is and that's what's expected."

Mr. Hughes is not affiliated with Ferrari, but agreed to comment as an industry expert.

[Ferrari](#) did not respond by press deadline.

## Singular focus

The video begins with frenetic and hazy shots of a blue California T accompanied by engine growls.



### *Video still*

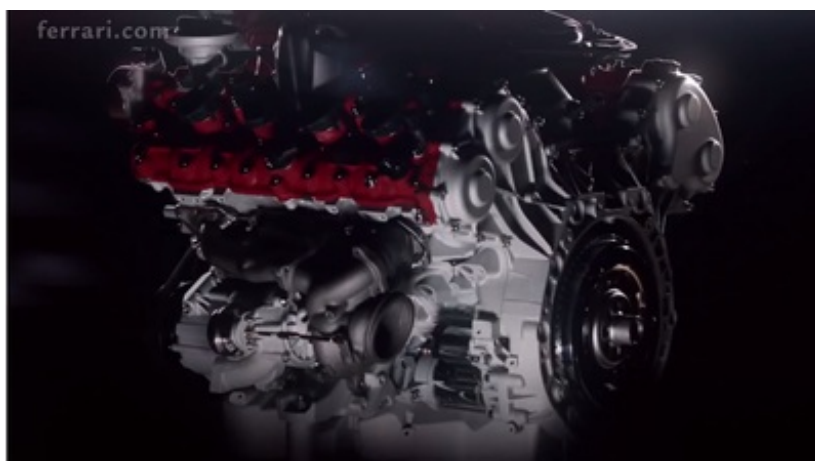
The camera slows and the roof of the car peels back. Next, viewers observe the interior and exterior.



### *Video still*

A red California T curves around a fountain in a taunting manner and then both vehicles zoom away.

As the cars fly through tunnels, the video cuts to the engine floating in black space like a heart.



### *Video still*

Most of the video follows the cars as they drive around sharp turns, narrow mountain paths and endless straightaways.



### *Video still*

As the video winds down, the two vehicles return to their starting points and unfold their roofs.

### *Ferrari California T - Official video*

Fans that are interested in learning more about the California T can visit a dedicated [microsite](#).

A continuous page is broken up according to "Overview," "Design," "Innovations," "Specifications," "Multimedia" and "Request Information." The scrolling single-page format makes sense for a dedicated microsite that has a singular focus.

Interactive content such as a roof-retracting simulator, exterior and interior tours and videos can be accessed.



*From California T microsite*

"In my opinion, the old California was a good concept, but this new updated version with over 550 HP and 550 Lb/Ft at lower RPM looks like it'll be a real muscle car with improved grip and road manners," said Bob Prosser, CEO of [Auto World Marketing Corp.](#), San Diego.

Getting a feel

Automakers consistently leverage video to give consumers and fans a vicarious experience of their models.

Sometimes new models are situated within a narrative to align with a certain lifestyle.

While automotive commercials tend to be singular in their push for sales, commissioned short films generally step away from self-promotion and celebrate broader areas of life.

Consumer relationships begin with the vehicle, but brand loyalty often arises from the values a brand embodies outside of commerce. Film happens to be an effective tool for broadcasting these values, and luxury automakers regularly commission videos where they play a minor role ([see story](#)).

For instance, British automaker Bentley Motors celebrated its affinity for winter with a short film that shadows professional skier Chris Davenport.

The automaker's attraction to snow stems from its vehicles' ability to navigate treacherous conditions, as is showcased in the film. "In Search of Snow" also allows Bentley to align itself with Mr. Davenport's guiding philosophies ([see story](#)).

Other videos, such as Ferrari's California T video, indulge auto enthusiasts with unadulterated car footage.

"I think both genres can work, but it depends on how well you know the subject," Mr. Hughes said.

Final Take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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