

# Alfa Collar

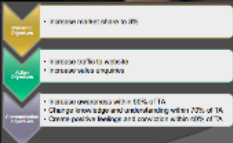
Alfa Romeo Giulietta - The Romance of Performance

Glu Advertising  
Where Ideas Stick



**Target Audience**

- Male & Female
- 25 - 39
- Young Professionals, white collar job
- Higher income
- Single
- Social class: upper middle class



**Creative Strategy**

"The Romance of Performance"  
Emotional approach  
Stimulating feelings of recognition, respect, acceptance, approval and status  
Hedonic and psycho-social needs  
These ads portray the 'ultimate lifestyle'

Thecasesolution.com



What is to be measured	How (the tool)	When	Who
TV Ad	Concept testing Focus Group	idea generation one just before the first ad is released	Glu Advertising Agency
Marketing Expenses	Tracking	Quarterly	Alfa Romeo & Glu Advertising Agency
Target Audience Exposure	Post Impact TV: Tracking	After using of television commercial & release of Print Ad	Alfa Romeo's website analysis
Communication Objectives	Post Recognition TV: Comprehension	Quarterly	Glu Advertising Agency
Main objectives	Post Impact TV: Tracking	Quarterly	Glu Advertising Agency

# Alfa Collar

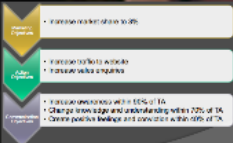
Alfa Romeo Giulietta - The Romance of Performance

Glu Advertising  
Where Ideas Stick



**Target Audience**

- Male & Female
- 25 - 39
- Young Professionals, white collar job
- Higher income
- Single
- Social class: upper middle class



**Creative Strategy**

"The Romance of Performance"  
Emotional approach  
Stimulating feelings of recognition, respect, acceptance, approval and status  
Hedonic and psycho-social needs  
These ads portray the 'ultimate lifestyle'

Thecasesolution.com



What is to be measured	How (the tool)	When	Who
TV Ad	Concept testing Focus Group	idea generation and just before the first ad is released	Glu Advertising Agency
Marketing Expenses	Tracking	Quarterly	Alfa Romeo & Glu Advertising Agency
Target Audience Exposure	Post Impact TV: Tracking	After using of television commercial & release of Print Ad	Alfa Romeo & Glu Advertising Agency
Communication Objectives	Post Recognition TV: Comprehension	Quarterly	Glu Advertising Agency
Main objectives	Post Impact TV: Tracking	Quarterly	Glu Advertising Agency



# Alfa Romeo Giulietta - The Romance of Performance

Glu Advertising  
Where Ideas Stick

More features  
than most  
competitors

Competitors  
offer same  
size car and  
make up most  
of the market  
share

# SWOT

More  
expensive than  
several  
competitors

Rising petrol  
prices means  
greater desire  
for small cars

# Target Audience

- Males & Females
- 25 - 39
- Young Professionals, white collar job
- Higher income
- Strivers
- Single
- Social class: upper middle class

Marketing Objectives

- Increase market share to 3%

Action Objectives

- Increase traffic to website
- Increase sales enquiries

Communication Objectives

- Increase awareness within 90% of TA
- Change knowledge and understanding within 70% of TA
- Create positive feelings and conviction within 40% of TA

# Creative Strategy

'The Romance of Performance'

Emotional appeals

Stimulating feelings of recognition, respect, acceptance, approval and status

Hedonic and psycho-social needs

These ads portray the 'ultimate lifestyle'

