



PHYSICS

KEY WORDS

- ICONIC RED FLAG
- YELLOW SHIELD
- DYNAMIC AND POWERFUL
- LUXURY DESIGN
- PRANCING HORSE



Ferrari

PERSONALITY

KEY WORDS

- AMBITIOUS
- DOMINANT
- ATHLETIC
- CLASSY
- FLAMBOYANT



It embodies speed, precision, and prestige, often personified as a daring and competitive spirit.

CULTURE

KEY WORDS

- EXCELLENCE
- INNOVATION
- ITALIAN HERITAGE
- FORMULA 1 RACING
- CRAFT MENSHIP
- HIGH PERFORMANCE



Ferrari has made Italy a country known for automobiles, with a special emphasis on Formula 1.

The brand stands out for exclusivity, excellence and high performance.

Ferrari is characterized by a mix between technology and beauty over the years.

RELATIONSHIP

KEY WORDS

- EXCLUSIVITY
- LOYALTY
- EMOTIONAL BONDS
- STYLE
- ASPIRATIONAL COLLECTION



Ferrari creates a relationship with its customers by fostering exclusivity, admiration and aspiration.

The brand makes customers who own one of its cars feel that they belong to a selective group of people, giving them the impression of being part of the elite with privileged access to the brand, giving them the impression of being part of an elite with privileged access to the brand.

REFLECTION

How Ferrari's customers see themselves:

- SOPHISTICATED, SUCCESSFUL, AND AFFLUENT
- PASSIONATE ABOUT CARS AND MOTORSPORTS
- SEEKING THE THRILL OF HIGH PERFORMANCE AND EXCLUSIVITY
- HIGH ACHIEVERS, RISK-TAKERS, AND STYLE-CONSCIOUS INDIVIDUALS
- PROUD TO BE PART OF A PRESTIGIOUS AND ELITE COMMUNITY



SELF IMAGE

How Ferrari wants its customers to feel:

- POWERFUL, ELITE AND IN CONTROL
- AS IF THEY OWN A PIECE OF ART THAT REPRESENTS SPEED AND PERFORMANCE
- PROUD OF OWNING A PIECE OF AUTOMOTIVE HISTORY AND LEGACY
- CONNECTED TO A LONG-STANDING TRADITION OF RACING AND INNOVATION
- EXCLUSIVE WITH A TASTE FOR THE FINER THINGS IN LIFE



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