



TEAM ALFA

Gumball Mission, June 7th 2018

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Gumball 3000

- The annual Gumball 3000 tour has evolved into a week-long festival of live music concerts, action sports and spectacular car shows hosted in capital cities, achieving live crowds of over one million people, and a televised and online audience that reaches over 100 million households in 60 countries.
- 2018 celebrates our "20th Anniversary" milestone and we are VERY excited to announce that the rally will take on an epic road trip travelling from London to Tokyo.
- Taking place from 4 August to 12 August 2018, the action-packed route will be filled with car shows, music concerts and incredible events throughout and is certain to be our biggest adventure yet!
- With only 100 cars participating in this special Anniversary Rally



Project Objectives



The Mission

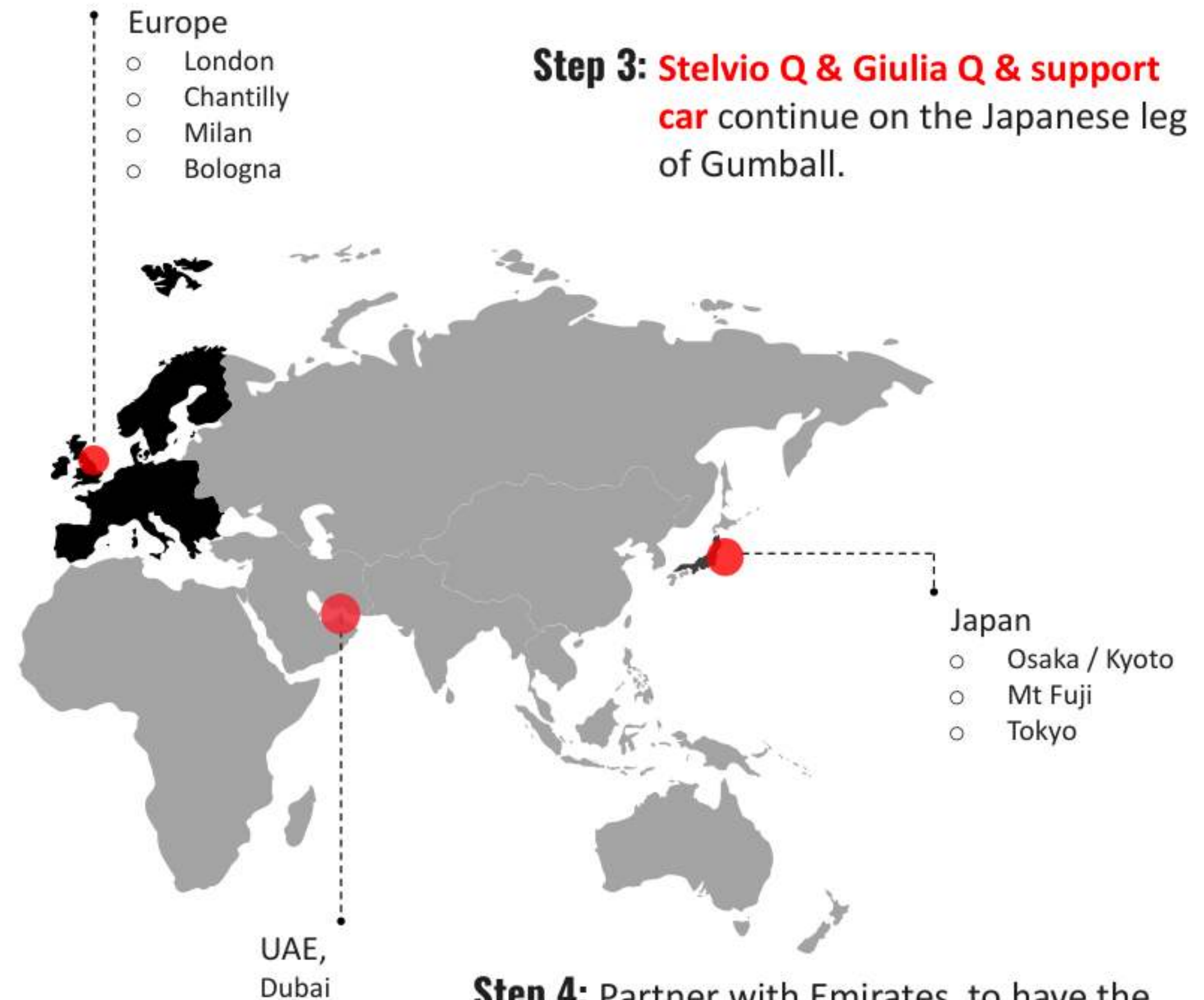
3000 MILES / 7 DAYS



Step 1: Pick up the **Stelvio Q, Giulia Q & Support car** from Alfa Romeo in Dubai.



Step 2: Drive the **3 cars** through the European leg of Gumball.
(The Stelvio & Giulia + support car are flown by Gumball to Japan.)



Step 3: **Stelvio Q & Giulia Q & support car** continue on the Japanese leg of Gumball.

Step 4: Partner with Emirates to have the **Stelvio Q & Giulia Q & support car** flown to their home in Dubai.
(With an Auto Influencer on the journey to document.)

Team Alfa | Race Cars

**Ahmed Al Matrooshi / Jason
Appleton**
Registered Driver

Influencer
Co-Pilot



Shehab M Gargash
Registered Driver

**Ahmed Al Matrooshi /
Jason Appleton**
Co-Pilot



Team Alfa | Support Car (Rented)



Driver:

- Drive support car
- Assure that media team has ability to capture all content
- Assure all content is developed and distributed on time and according to action plan.

Co-Pilot:

- Capture all content on the road for IG/FB live and stories.
- Checks in to all location making sure to organize and distribute live content.

Media:

- Capture video
- Edit Video
 - 1 30 sec teaser per day
 - 1 60 sec video per day for social
 - 1 3 min video per leg for YouTube
- Capture Photography
- Edit Photos

Media Focus & Tone of Voice

This will be the look & feel



THRILLING **DYNAMIC** **#MULTIPURPOSE** **EXCITING**
YOUNG **AGGRESSIVE** **ENGAGING** **PERFORMANCE**
PASSIONATE **YOUNG**



3 Phases to Enormous Exposure & Engagement!

01

GoBall

Starting from June 2018, this 2 month phase, includes everything from building “hype” for the activation, rallying Dubai Auto Influencers to compete by driving exposure and engagement for Gargash Alfa Romeo within the UAE to where this story really begins... The delivery of the Giulia’s and Stelvio to Dubai, the wrapping of the vehicles and the competition which ensues.

Show room Farwell with 2x cars on display

02

GumBall

7 DAYS of

- Global Influencers Producing World Class Content + Driving International Engagement
- Social Media Competitions Driving Engagement, Building Brand Loyalty
- Professional Videographer + Photographer Documenting Each Step of the Journey

03

HomeBall

Partner with Emirates Airlines to have the cars flown from Tokyo to Dubai.

Have one of the influencers escort the cars to produce content and drive excitement around this final chapter of the journey.



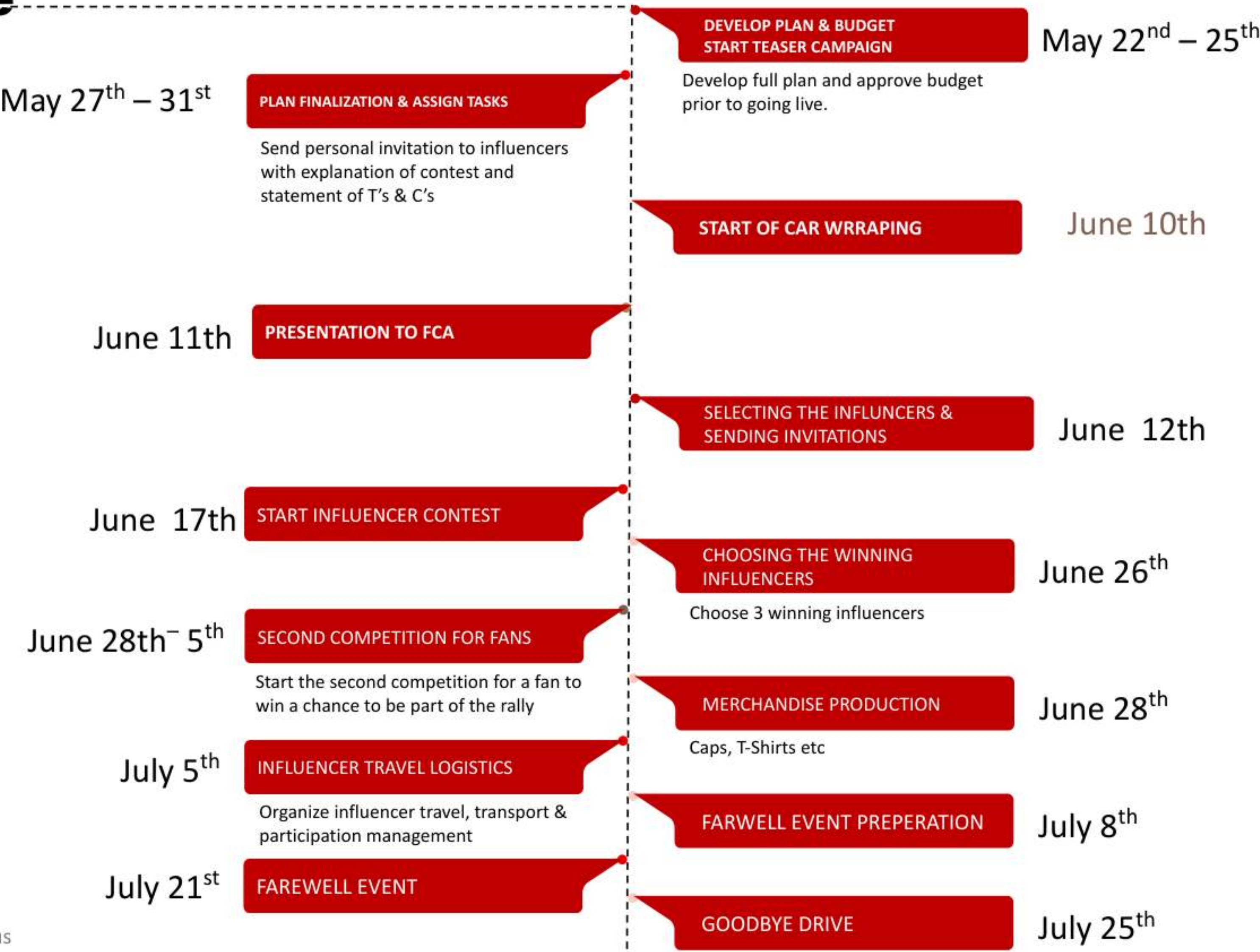
GoBall

GoBall Objectives



GoBall Timeline

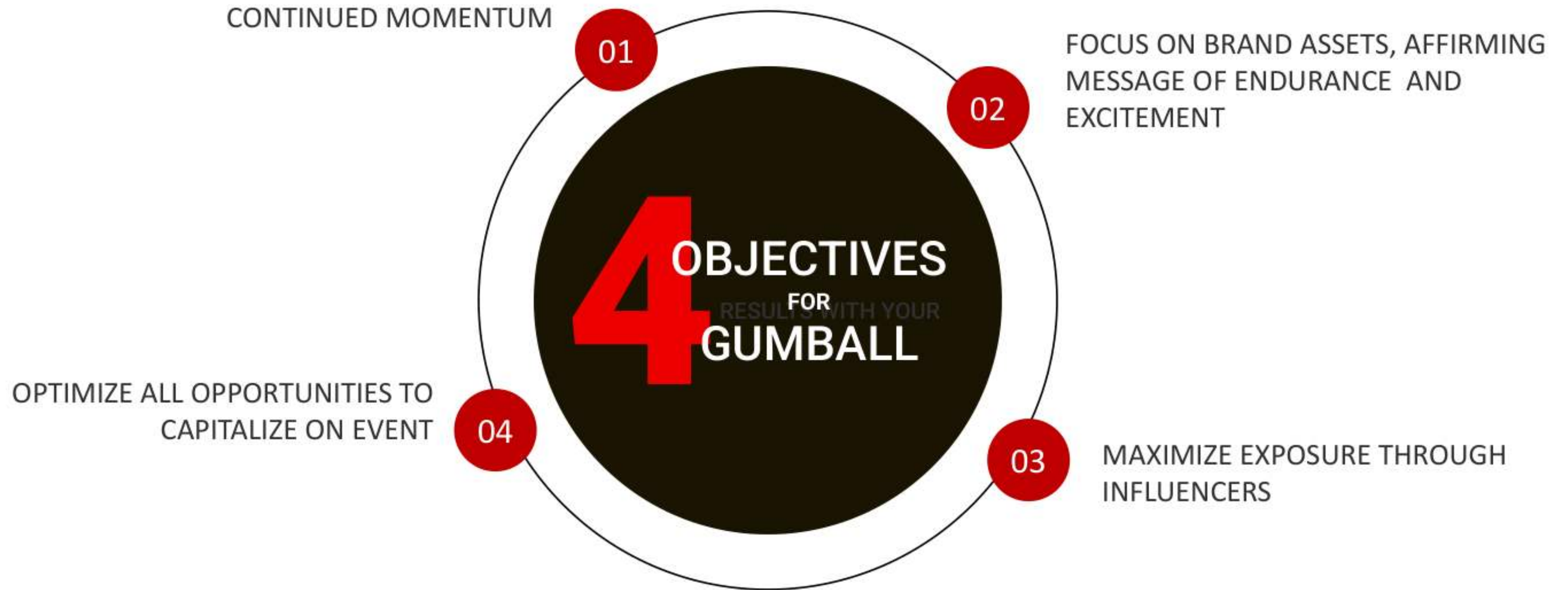
Approximate dates





Gumball

Gumball Objectives



Gumball Rally Map



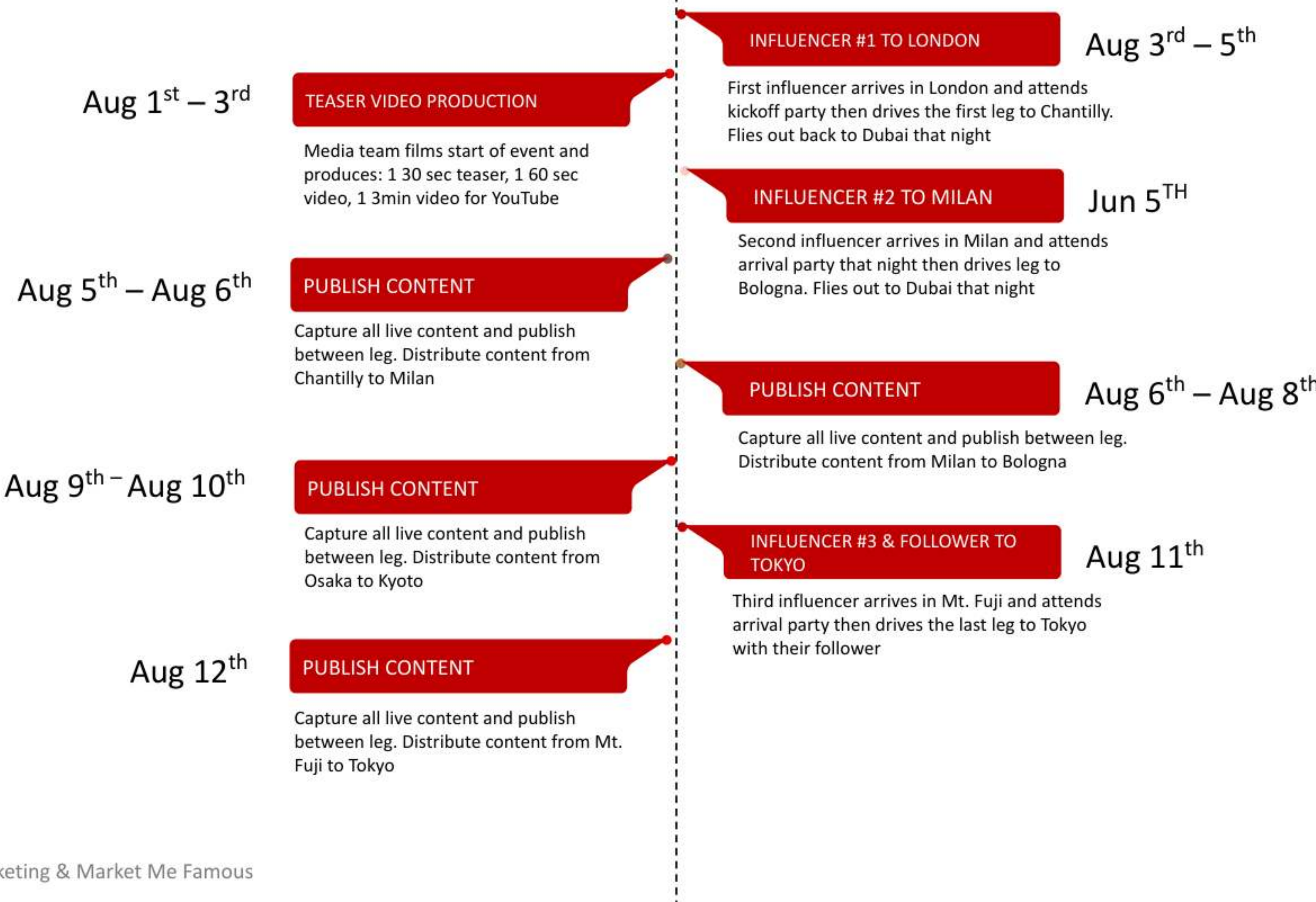
Gumball



- Influencers Producing World Class Content + Driving International Engagement
- Viral Social Media Competitions Producing Content , Driving Engagement, Building Brand Loyalty
- Professional Videographer + Photographer Documenting Each Moment of the Journey

Gumball Timeline

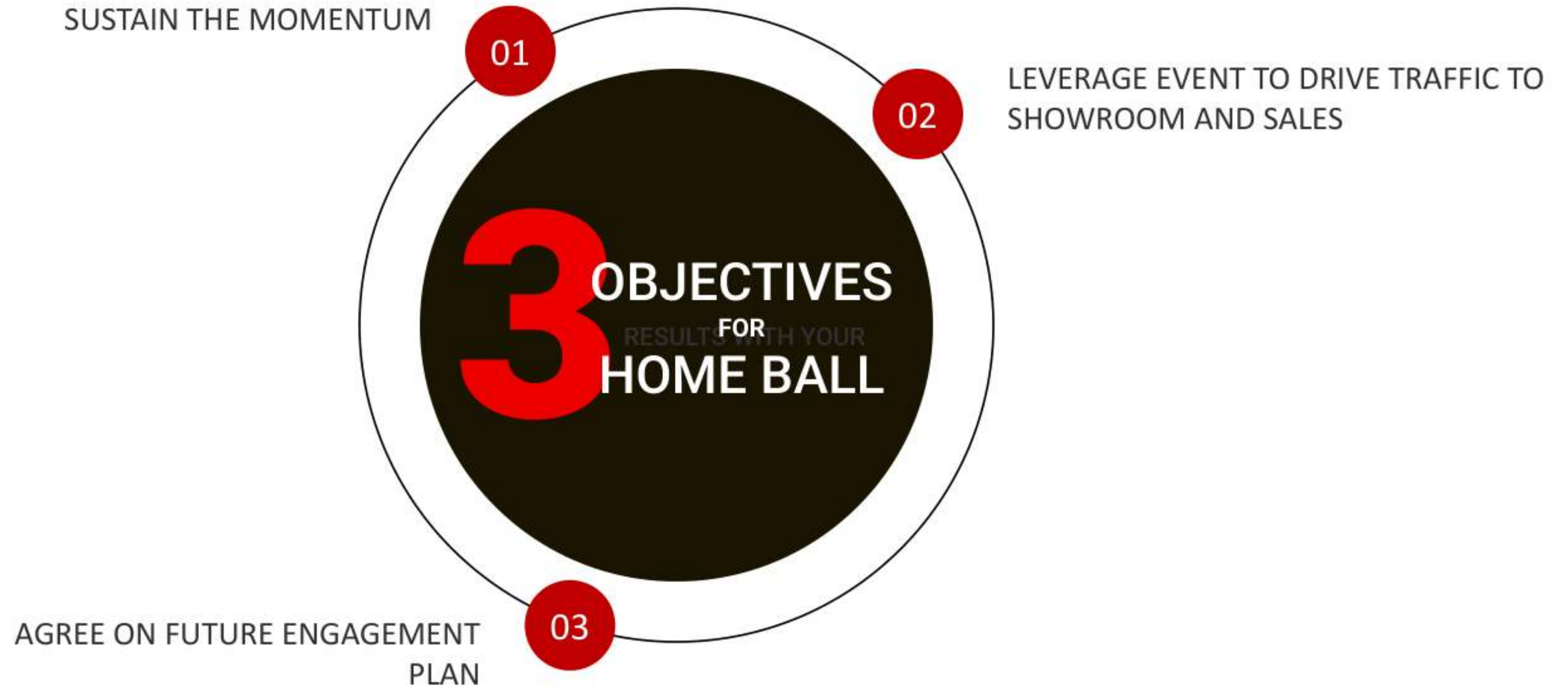
Approximate dates





HomeBall

HomeBall Objectives



HomeBall



- Using all the amazing content produced during Gumball to Promote and keep the hype around Alfa Romeo and this once in a lifetime trip alive
- Local market giant *Emirates* partners to create heightened level of buzz and supports luxurious brand positioning of Alfa Romeo in the GCC/MEAN Region
- Auction the vehicles off after several months of having them for viewing in the show room

HomeBall Timeline

Approximate dates





**Social
Media**

Social Media Activity – Overview

- Social Media focus – Improve brand awareness for Alfa Romeo in the region through social media and activations as they relate to Gumball 3000.
- The idea here is to speak to the young, cool Dubai professionals who can afford this brand and want to be associated with it. In order to create that perception, we need to gain the exposure that comes from a social media and celebrity savvy brand like Gumball 3000.
- The focus will be heavily on the speed, dynamic and powerful engineering and the passion behind the Italian brand as it embarks on a rally of endurance.



@kareemdeeb
82.7k



@olafarahat
512k



@taimalfalasi
2.5m



@maxofarabia
595k



@queen_maryoum
525K



@3fretoo
83.8K

Fatma Al Falasi – FASHION



2.5 M

@taimalfalasi



UAE

NATIONALITY

28

AGE

Emirati YouTube & Instagram sensation Futaim Al Falasi has an audience in Millions. Taim has been chosen by Arabian business magazine as one of the most powerful women in the region, and two times as the world's most influential young arabs in 2015 & 2016.



SULTAN - COMEDY



809k
@3freetoo



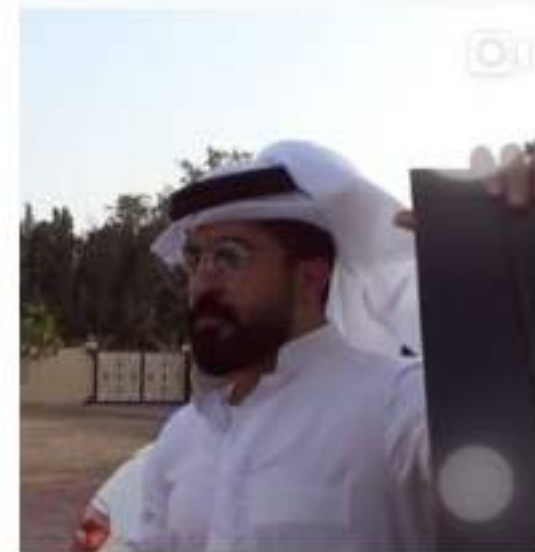
UAE

NATIONALIT

24

AGE

Sultan Moahhmd is well known for presenting satire and comedy through Instagram he utilizes modern day digital tools to shed light on socio-economic issues of the society and present such cases in comedy-wrapped broadcast.



MAX of Arabia- COMEDY



589k

@maxofarabia



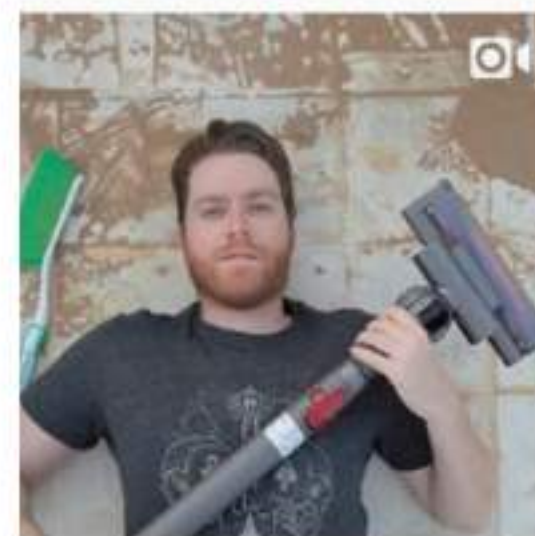
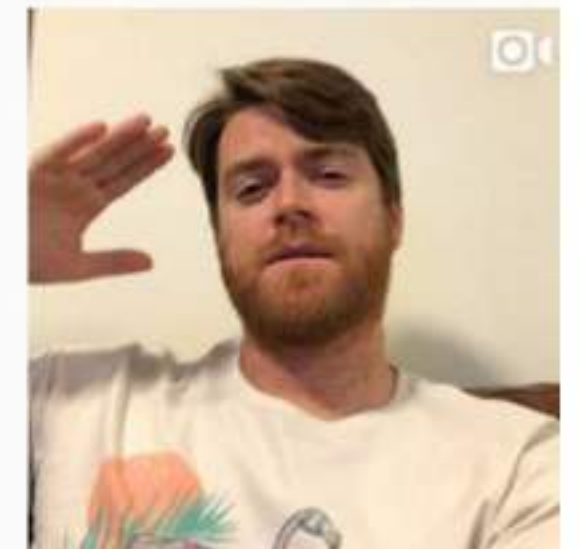
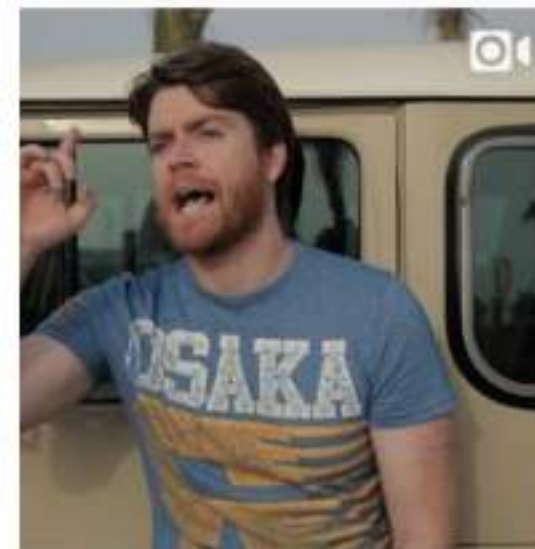
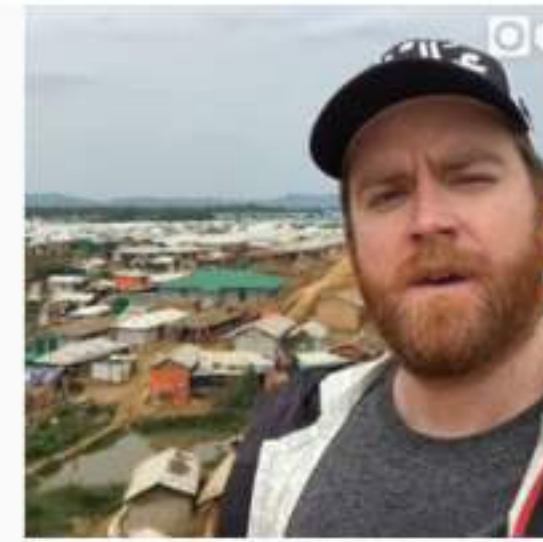
USA

NATIONALITY

27

AGE

Blogger better known as Max Of Arabia who has gained a following writing about his experiences as an expat in the United Arab Emirates. He's also gained a massive following on Instagram, earning more than 550,000 dedicated fans on the photo sharing app.



Mariam Al Yassi – FASHION



525k

@queen_maryoum



UAE

NATIONALITY

28

AGE

Mariam Al Yassi is a designer, influencer and traveler. Her Instagram stories talks about trends, travels & restaurants



أنا لنفسي قبل أن أكون لأحد
I'm mine before I'm anyone else's



قَدْرَتِي رِيَّة



#mymarocca



Ola Farahat – FASHION



521k

@olafarahat



IRAQI

NATIONALITY

26

AGE

With a fast growing social media following, Dubai born Ola Farahat has captured the world's attention with her wardrobe and style.



Kareem Deeb – AUTOMOTIVE



83.8k

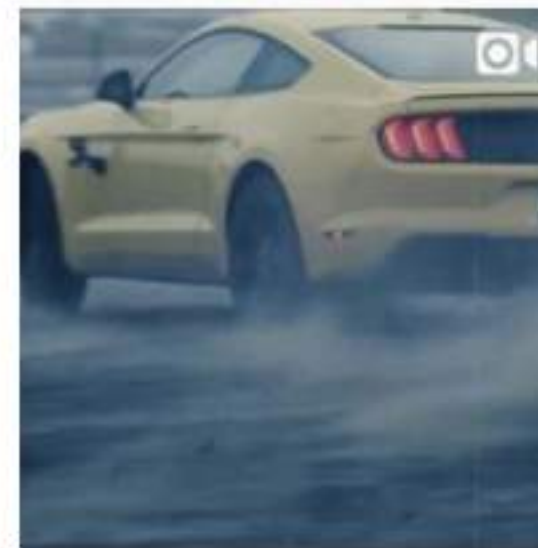
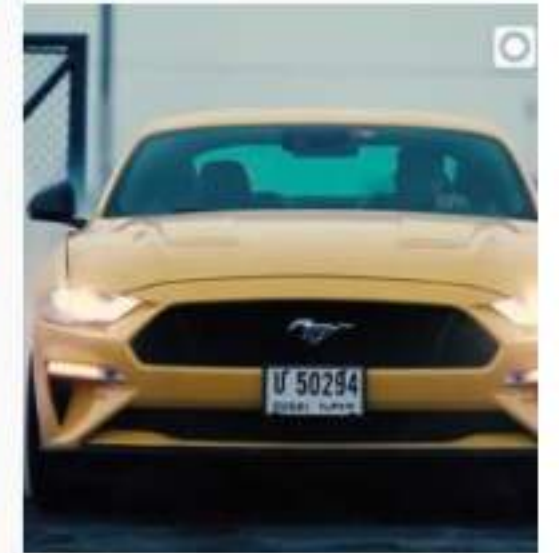
@kareemdeeb



Syrian
NATIONALITY

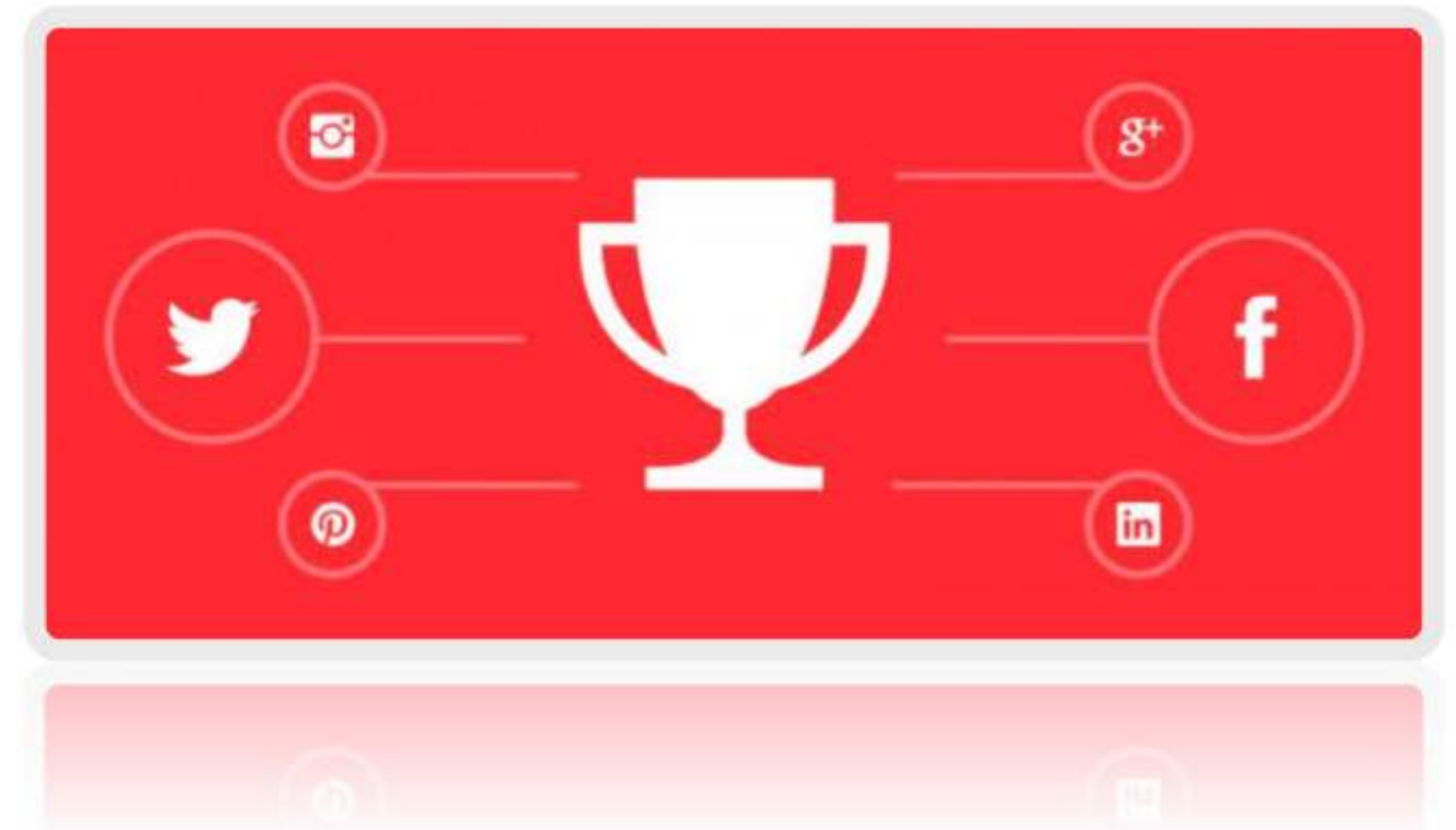
28
AGE

Automotive Journalist and presenter for **ArabGT** show.
Kareem produces automotive related content for his
Instagram and YouTube Channels

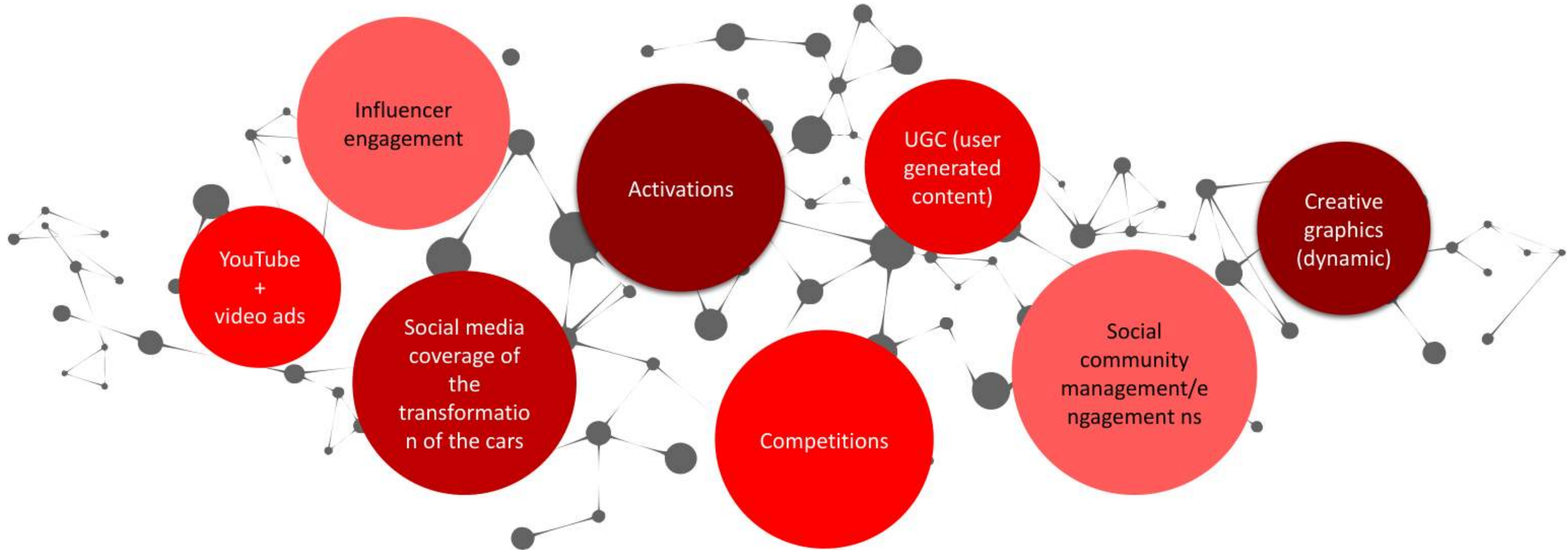


Social Media Competition

- 10 local influencers will compete
- Each influencer will get the Team Alfa purple Gumball car for 2 days
- He/She will make a video on why they should be selected for Gumball Rally
- Best 3 videos/influencer will be chosen to join Team Alfa
- Each influencer will join one leg of the rally:
 - London
 - Italy
 - Japan
- The influencer will help boost the exposure of the activation in each country sharing his experience with the followers



Social Media Activity – Action Plan



The focus will be on creating engaging content that is fun to look at, watch and also propagates conversation. It's time to change the conversation about Alfa Romeo's reliability and ability to last the distance to one of longevity and superior race technology.

Estimated Impressions
5,500,000

Estimated Video Views
511,600

Social Media Calendar

June

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		June 5 th		June 7 th		June 9 th
	June 11 th		June 13 th	June 14 th	June 15 th	June 16 th
June 17 th	June 18 th	June 19 th	June 20 th	June 21 st	June 22 nd	June 23 rd
June 24 th			June 27 th		June 29 th	

July

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
July 1 st		July 3 rd		July 5 th		
July 8 th			July 11 th			July 14 th
		July 17 th			July 20 th	July 21 st
			July 25 th	July 26 th		July 28 th
	July 30 th					

Aug

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
			August 1 st	August 2 nd	August 3 rd	August 4 th
August 5 th	August 6 th	August 7 th	August 8 th	August 9 th	August 10 th	August 11 th
August 12 th	August 13 th	August 14 th				



Collateral

Collateral

Collateral

Collateral



Support

FCA Support

- **Financial Support**

- **Initial Plan**

- The initial budget for the activation was drawn on the basis that FCA will be giving us the two cars that are being used in the Gumball rally .
Once the cars returned to UAE and all the activations are completed, the plan was to sell the two cars at an approx. price of AED 620,000

- **Current Plan**

- Now, the cars used for Gumball rally will be borrowed from FCA and will be returned back to the head office once the activation is completed

- **Conclusion**

- Since the initial plan was budgeted based on the added value of selling the cars, additional financial support is required from FCA to offset the added expenses.

- **Connections to social media influencers linked to the brand in Japan**

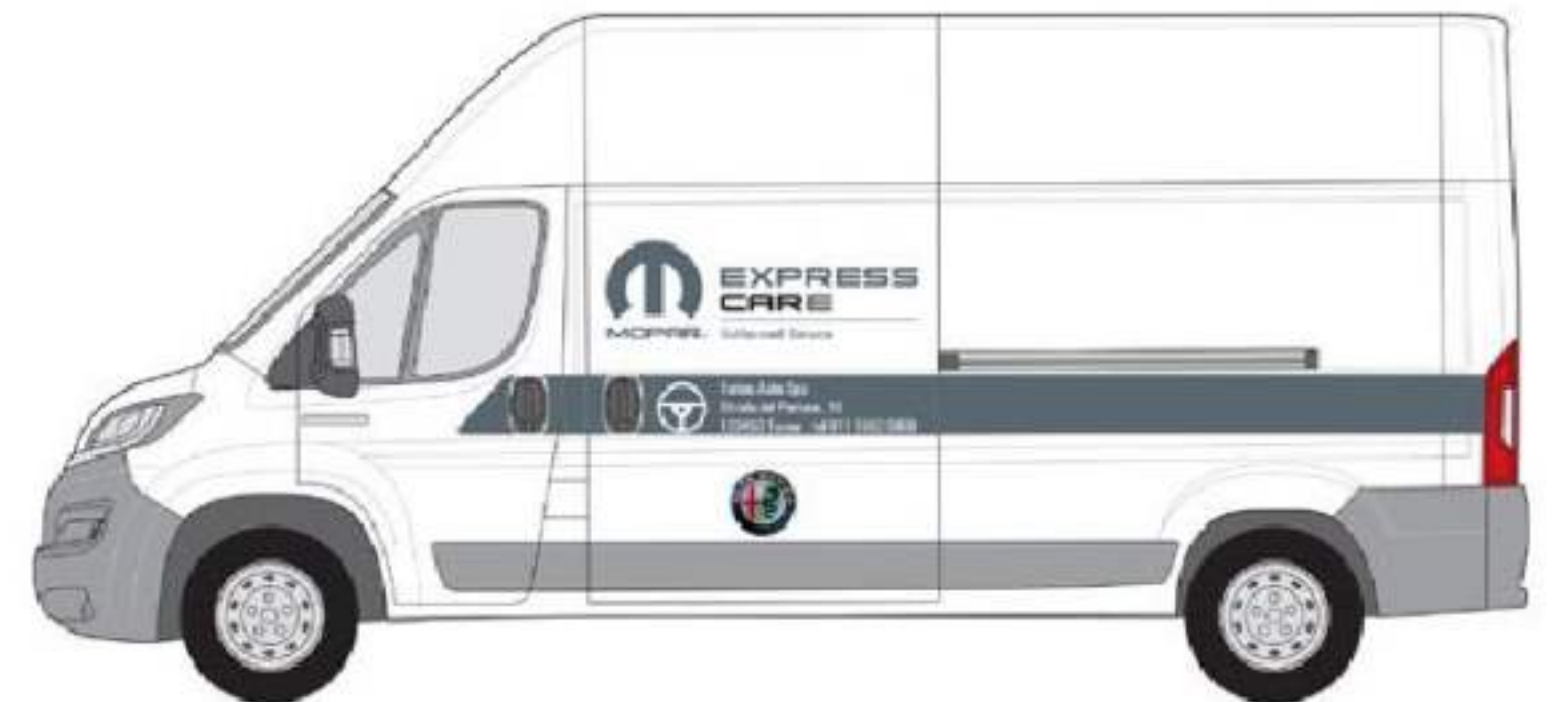
- **Road Side Assistance**



Roadside Assistance

The Vehicle convoy will be moving from London to Italy and then through parts of Japan. Since the cars are under continuous stress throughout the rally, we will need a full list of Service Centres and Road Side assistance for the vehicle at each location in case of an emergency.

- London: Aug 4th
- Chantilly: Aug 5th
- Milan: Aug 6th
- Bologna checkpoint/Gumball Air: Aug 7th
- Osaka: Aug 8th
- Kyoto: Aug 9th
- Nanao: Aug 10th
- Tokyo: Aug 11th & 12th



Evaluation process



- Local market impact assessment
- Social media engagement and reach
- Leads vs conversions
- Alfa Romeo Gumball cars reliability and durability
- Learnings



Thank you

