

ASTON MARTIN X ROGER FEDERER

ACTIVATION PLAN

SAMEEKSHA NANDA
VIDYEN WADGAVE
KARAN MADHOK
EKLAVYA SINGH
SHREEKAR KULKARNI
SAKET PALASKAR



Core Objectives for Sponsorship

- **Enhancing Brand Awareness:** Expanding its visibility in regions or segments where it may not be as well-known, particularly among younger or emerging affluent audiences.
- **Reaching New Audiences:** Engaging sports enthusiasts, especially those with a penchant for precision, speed, and exclusivity. This could involve targeting markets where sports have a high fan following but where Aston Martin's brand penetration is currently lower.
- **Reinforcing Brand Image:** Aligning with partners that embody values similar to Aston Martin's, such as sophistication, resilience, and cutting-edge technology. This would ensure that the association strengthens Aston Martin's positioning as a top-tier luxury automotive brand.
- **Showcasing Innovation and Performance:** Emphasizing Aston Martin's engineering prowess and commitment to innovation, which can be highlighted through collaborations in competitive, high-performance sports that parallel the brand's ethos.
- **Driving Engagement with Affluent Consumers:** Building a connection with a highly affluent consumer base through premium events, experiences, and merchandise that create a deeper emotional connection with the brand.



Who we are

Aston Martin's vision is to be the world's most desirable, ultra-luxury British brand, creating the most exquisitely addictive performance cars.

Founded in 1913 by Lionel Martin and Robert Bamford, Aston Martin is acknowledged as an iconic global brand synonymous with style, luxury, performance, and exclusivity. Aston Martin fuses the latest technology, time honoured craftsmanship and beautiful styling to produce a range of critically acclaimed luxury models including Vantage, DB12, Vanquish, DBX707 and its first hypercar, the Aston Martin Valkyrie. Aligned with its Racing.

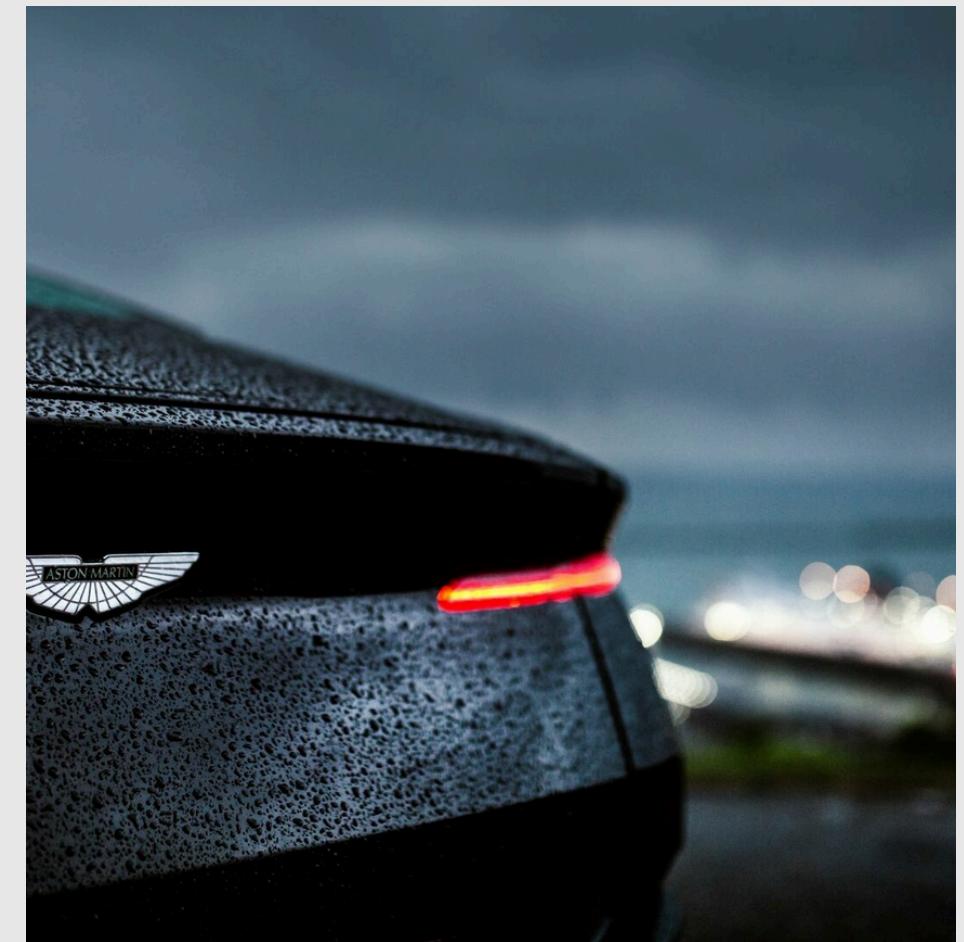
Values

Excellence and Precision

Timeless Elegance

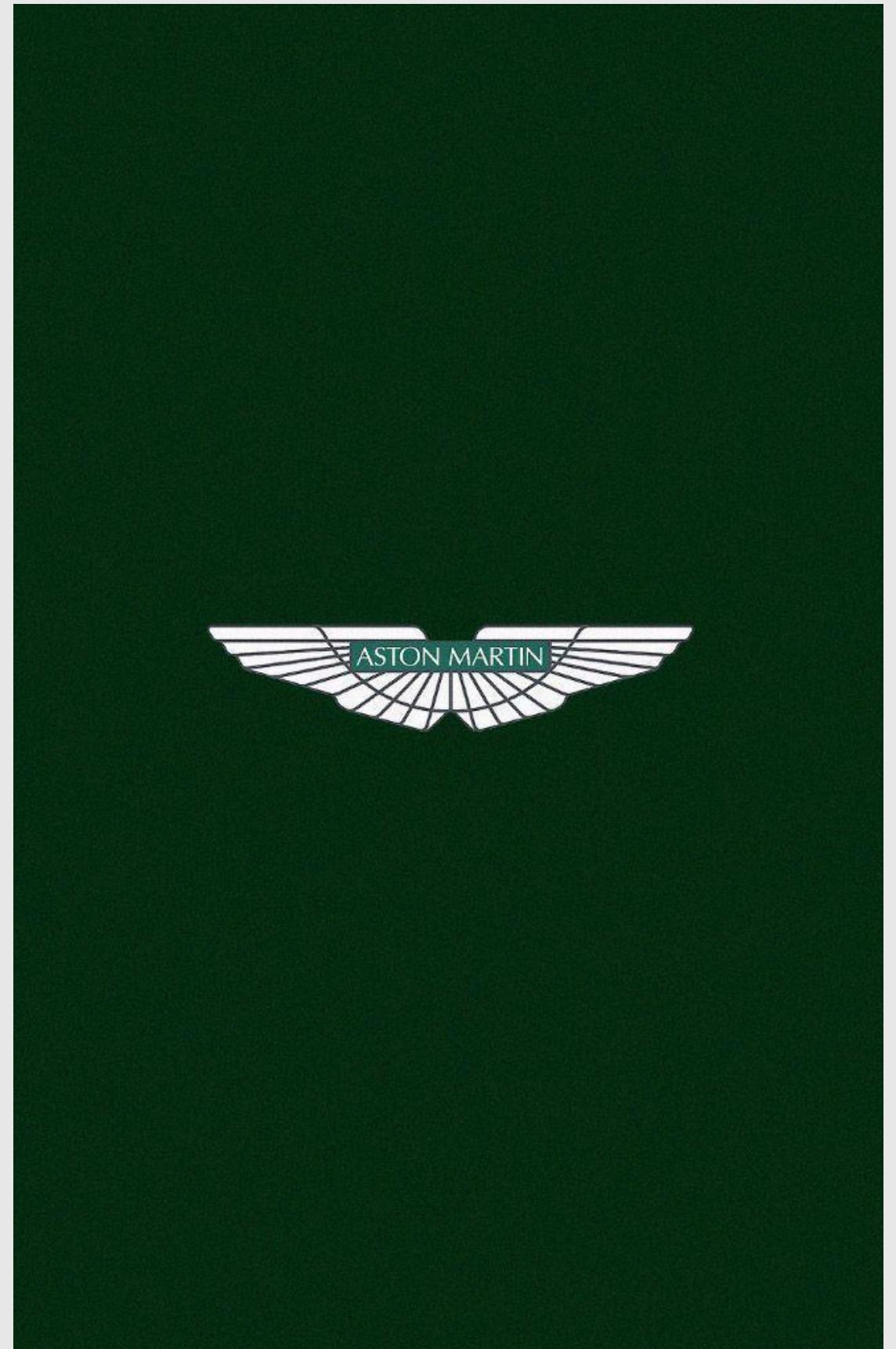
Performance Innovation

British Heritage



Mission

Aston Martin's mission focuses on creating iconic luxury cars that offer both high performance and refined elegance. The brand seeks to blend art with cutting-edge engineering, appealing to individuals who value exclusivity, sophistication, and innovation.



Our right holder – Roger Federer

ROGER FEDERER, THE "SWISS MAESTRO," IS ONE OF TENNIS' GREATEST LEGENDS, WITH 20 GRAND SLAM TITLES AND A RECORD 310 WEEKS AS WORLD NO. 1. KNOWN FOR HIS ELEGANCE, VERSATILITY, AND SPORTSMANSHIP, HE HAS INSPIRED MILLIONS WORLDWIDE.



Why Federer?

TIMELESS APPEAL

SHARED VALUES OF EXCELLENCE AND PRECISION

LUXURY & EXCLUSIVITY

BROAD, GLOBAL APPEAL

ELEGANCE & SOPHISTICATION

AFFLUENT, DISCERNING CLIENTS



ASTON MARTIN

Aston Martin DB12 - RF Edition



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Aston Martin x Roger Federer The Drive for Excellence

Tennis match at Wimbledon

Federer will participate in a private tennis exhibition match at Wimbledon. The match will highlight Federer's finesse and serve as a metaphor for the performance and craftsmanship that Aston Martin cars are known for.

Media Coverage and Social Media Activation

The Aston Martin x Roger Federer Limited Edition DB12 launch will be covered by premium outlets like Top Gear, Robb Report, Tennis Magazine, and Vogue. Social media strategy will include exclusive content on Federer's Instagram and Aston Martin's platforms, with live streams, teaser videos, and hashtags like #AMxFederer and #DriveToExcellence. Influencers and VIPs will share experiences, amplifying reach and engagement.



Aston Martin x Roger Federer Limited Edition Model

The Aston Martin x Roger Federer Limited Edition DB12 will be launched at Wimbledon. This exclusive model will feature a unique matte blue or satin silver exterior, with subtle Swiss flag details and Federer's initials (RF) inside.

Only a limited number of models, each signed by Federer, will be available, highlighting the fusion of luxury, precision, and exclusive craftsmanship.

Post-Event Experiences

After the launch, VIP guests and high-profile clients will experience exclusive test drives of the Aston Martin x Roger Federer Limited Edition DB12. A follow-up content series featuring Federer's involvement will showcase these test drives. The limited-edition models will also be displayed through private viewings at Aston Martin showrooms. A special documentary, with Federer discussing the design process and event highlights, will be shared on social media and YouTube, maintaining ongoing engagement and reinforcing the partnership's legacy with the brand's elite clientele.

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THANK YOU

