

# Fiat Freestyle Team

## **Setting Tasks**

Market research carried out in the summer of 2004 showed that the brand name Fiat had to fight an out-dated image in Italy and Europe. In particular amongst the young target group of 18 to 25 year olds Fiat had the aim of improving their market image, of entering the relevant set and of ultimately generating car sales. Therefore Fiat Auto in Turin decided to position itself within younger surroundings, particularly in view of the Olympic Games 2006, which were taking place in Turin and for which Fiat was main sponsor. In the summer of 2004 Millhaus were given the task by Fiat Head Office in Italy to work on strategy and solutions for the above-named remit and to implement them.

## **Recommendation and Implementation**

In view of the demands made, a young and active engagement in the area of action sports and youth marketing was recommended. The concept worked on encompassing the module athlete sponsoring, events, and comprehensive activation. Accompanied and supported by thorough press engagement, Millhaus led and coordinated all involved participants in the project. In the summer of 2006 the task areas were handed over to local management operators. Since the autumn of 2006 Millhaus guards the strategy and implementation of the international roll-out, in particular in the German market.

## **Athlete sponsoring**

Millhaus joined together five Italian top athletes in the disciplines of snowboard and freestyle ski within the Fiat freestyle team. Millhaus sees to the continued internal and external care of the team. In view of the great success in the area of winter sports Fiat Auto decided to broaden the Fiat Freestyle theme to summer action sports as well (surfing, wind surfing, kite surfing, freestyle motocross, skateboarding).

The team has been in operation in Germany since the autumn 2006, engaging in the areas action sport (snowboard, freestyle ski, skateboard, freestyle windsurf) and the Hip Hop division (MC Spax, DJ Kid Cut, the Break-dance crew Funk Fellaz). Millhaus is responsible for the athletes' management in the framework of this project.

## **Events**

In order to bring alive a new brand feeling, different innovative measures are employed alongside the classical ones. In particular the credible activation during events (Boty 2006, Pleasure Jam, Skateclash, BC One) is conceptualized, organized and implemented through Millhaus.

## **Activation**

Part of the strategy is the activation as an independent marketing element. The chosen activities are adjusted to the target group and implemented by Millhaus step by step. In this way an independent identity was born in internet representation and the special advertising motives. What has proved to be particularly successful was the employment of original and authentic give-aways.

## **Result**

The Fiat Freestyle Team and its accompanying activities have proven themselves by showing a higher than normal level of media interest, both within the company Fiat, as well as in the perception of the general public. The Fiat Freestyle team has enabled Fiat to draw the attention of the young target group to themselves during the Olympic Games and continues to be a strategic building block of the marketing activities of Fiat within the framework of the brand promotion in Italy and Europe. In view of the project it was possible to increase the brand loyalty and willingness to purchase within the relevant target groups. In particular, noticeably more new cars of the Grande Punto were sold to the under 35 age group.

For detailed information in the framework of the project Fiat Freestyle team please contact:  
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