



## Objectives

To devise an exciting and newsworthy event to support the opening of the UK's first Ferrari Store.

## PR Activity

- The first UK Ferrari Store officially opened on London's Regent Street on 6 May 2009. Ferrari Head Office in Italy retained the services of Jori White PR to develop an impactful launch event that would attract press coverage both domestically and internationally
- The opening day was marked by a ribbon-cutting ceremony hosted by 2007 F1 world champion and 17-times Grand Prix winner, Kimi Räikkönen
- A press conference was then hosted by Ferrari President, Luca di Montezemolo, and Dany Bahar, the company's Brand and Marketing Director
- Räikkönen then performed the now-traditional signing of the store counter after which there was a special reception for a select group of guests and Ferrari Owners
- The day also featured a spectacular parade of both new and classic Ferraris, including a white 250 California Spider, a 275GTB Spider, a 288 GTO, an F40, F50 and a Scuderia Spider. These were driven by a host of celebrity Ferrari fans, former England footballers Teddy Sheringham and Jamie Redknapp and Pink Floyd's Nick Mason among them. The streets near the store were closed off for the day in order to accommodate the convoy
- Other celebrities in attendance included Sir Paul McCartney, Olympic swimmer Mark Foster and motoring legend Jackie Stewart.

## Results

- London was literally brought to a standstill by this event which saw thousands of people line the streets to catch a glimpse of the cars and their heroes
- Representatives from the world's media – print, broadcast and on line – all attended
- Large feature pieces appeared that evening in the two key London publications, The Evening Standard and The Metro
- JWPR achieved extensive features across all media, both domestically and internationally
- To date this has included GQ Magazine, The Telegraph, Motorsport Magazine, Men's Health, BBC Top Gear, BBC Sport and LBC
- The Ferrari store is now open and trading well above expectations

