

**SCIENCE+**  
**MEDIA**  
**MUSEUM**

**FERRARI**

**PRESENTATION**

**ASIA**



# IDEA

*The idea is to include cars to the science media museum. Showing the customers the evolution of cars for example a ferrari, how they work and how to use them. For example to show how its used you can have; pedals with the car exhaust sound of the different Ferrari cars and let themselves interact with it, listen to it and learn. Can also show Ferrari grew and show their differences of their cars.*

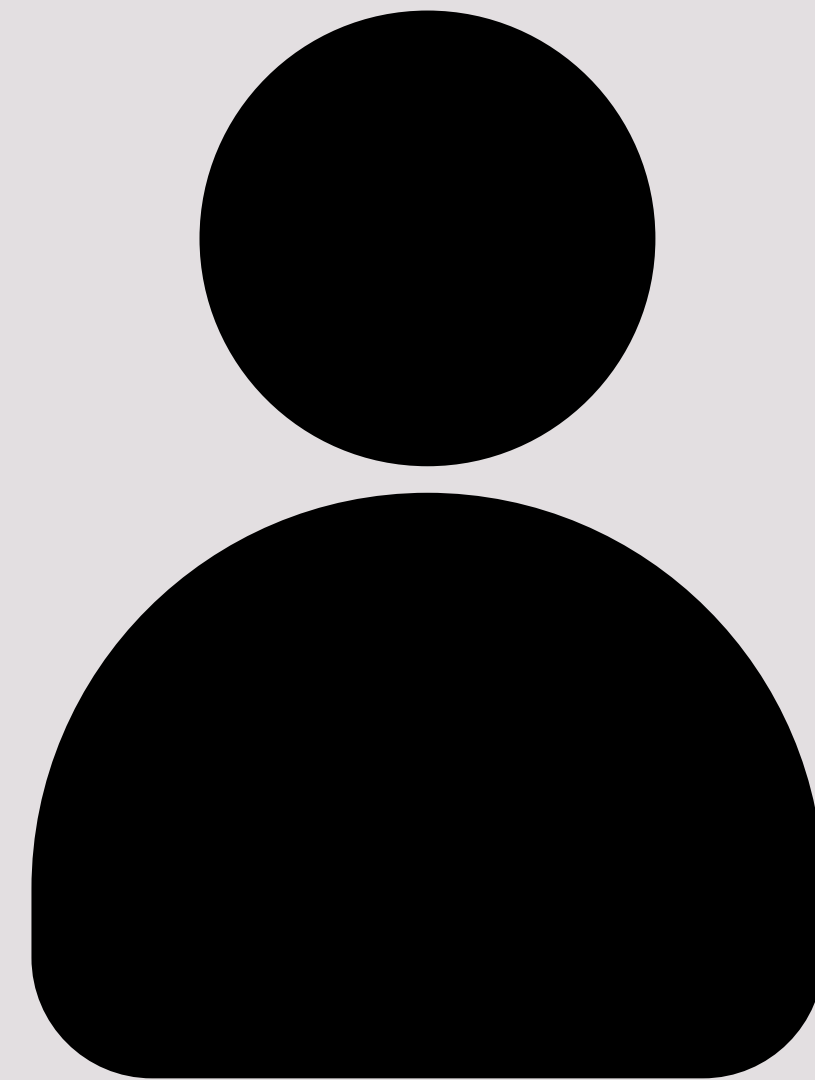
# TARGET AUDIENCE

**GENDER:** ANY

**AGE:** 10-25

In conclusion

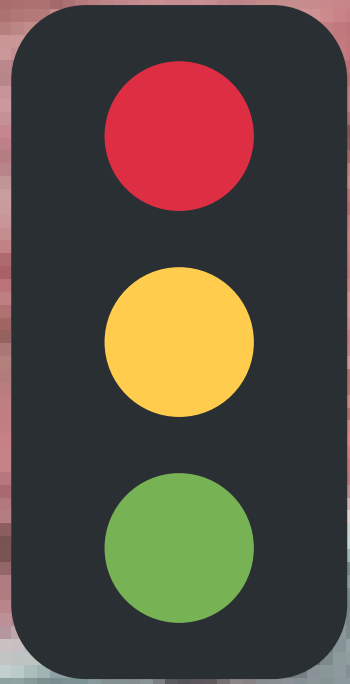
**CAR ENTHUSIASTS!!!**



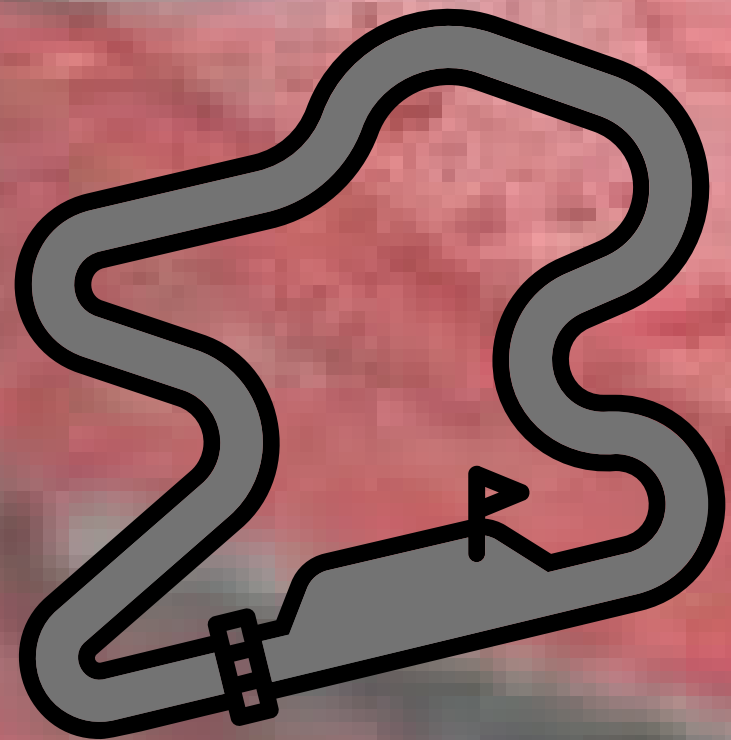
# WHY Would This Work?

Creating a *Ferrari* themed experience at the National Science Media Museum would be an innovative marketing strategy that appeals to both car enthusiasts and casual visitors. By adding interactive elements such as this one can engage visitors in a deeper level making the visit

**MEMORABLE .**



**STILL NOT CONVINCENCED?**



# OUTCOME?

Moreover the evolution of *Ferrari* through the years would add an **educational** aspect, showing how the brand developed in Design, Engineering and Performance. This mix of interaction and storytelling will draw in a diverse audience!



# FINALLY



*Ferrari.* A brand synonymous with luxury and performance could elevate the museums profile and help attract sponsors or partnerships, adding value to both the museum and the visitors experience!!

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**THANK YOU**