



2022 WPP TALENT AWARD Brief 1 – Automobili Lamborghini

Brief

Imagine how a brand like Lamborghini (super sports cars + luxury segment) can open a Metaverse experience for its customers and fans.

The context

Lamborghini is already well present on Web and social media with millions of users following our brand. In last three years, Lamborghini's digital evolutions (augmented reality for each model, 8D sound engine, a web 3D platform for our Huracán STO) have demonstrated a huge interest with a big number of users really in love with these digital experiences. Now it's time to evolve. Now it's time to raise the bar, looking forward.

Problems to be solved

- 1) Do we need our own Metaverse platform?
Do we have to stay only on public/shared metaverse projects?
Can we stay on both projects (public and Lamborghini owned metaverse)?
- 2) How to drive both customers and fans on this virtual world?
- 3) How should we communicate to them?
- 4) What should we have on our metaverse? A virtual dealership where to present all our cars? A virtual stage, for virtual events/unveils? Other areas where to imagine interaction with our brand or something else?
- 5) VR headset: do you think it could be a good alternative or a plus to the metaverse?

The request

Imagine a project for the Lamborghini world on the metaverse, keeping in high consideration all the following targets: customers, prospects, fans. Keep in mind that often all these users are already following us and other brands of the same segment on Web and social media. Try to design more waves of delivery, starting from a list of elements/interactions, upgrading the platform in future releases.

It's quite important to design a human-centric experience, keeping in consideration the social aspect, the relation between the brand and the person (customer / prospect / fan), using the digital technology to connect humans, respecting their values.



Few important Lamborghini pillars that you could keep in consideration

- Models (see our website)
- MuDeTec (museum) and History (see our website)
- After sales and accessories (see our website)
- Ad Personam program (tailored made customizations of our cars, see our website)
- Our technology on-board (carbon fiber, connectivity, etc., see our website)
- Motorsport (see our website)
- Evolution of the automotive, with electric vehicles
- eSports (see eSports reference below)

References

- Website: <https://www.lamborghini.com/>
- Augmented Reality (present on many models):
<https://www.lamborghini.com/en-en/models/aventador/aventador-lp-780-4-ultimae#ar>
(please, scan the QR Code with your smartphone)
- Huracán STO 3D Platform: <https://www.lamborghini.com/en-en/3d>
- Lamborghini strategy for the hybridization and electrification of our cars, "Direzione Cor Tauri":
<https://www.lamborghini.com/en-en/news/lamborghini-announces-its-roadmap-for-electrification-direzione-cor-tauri>
- eSports: <https://esports.lamborghini/>