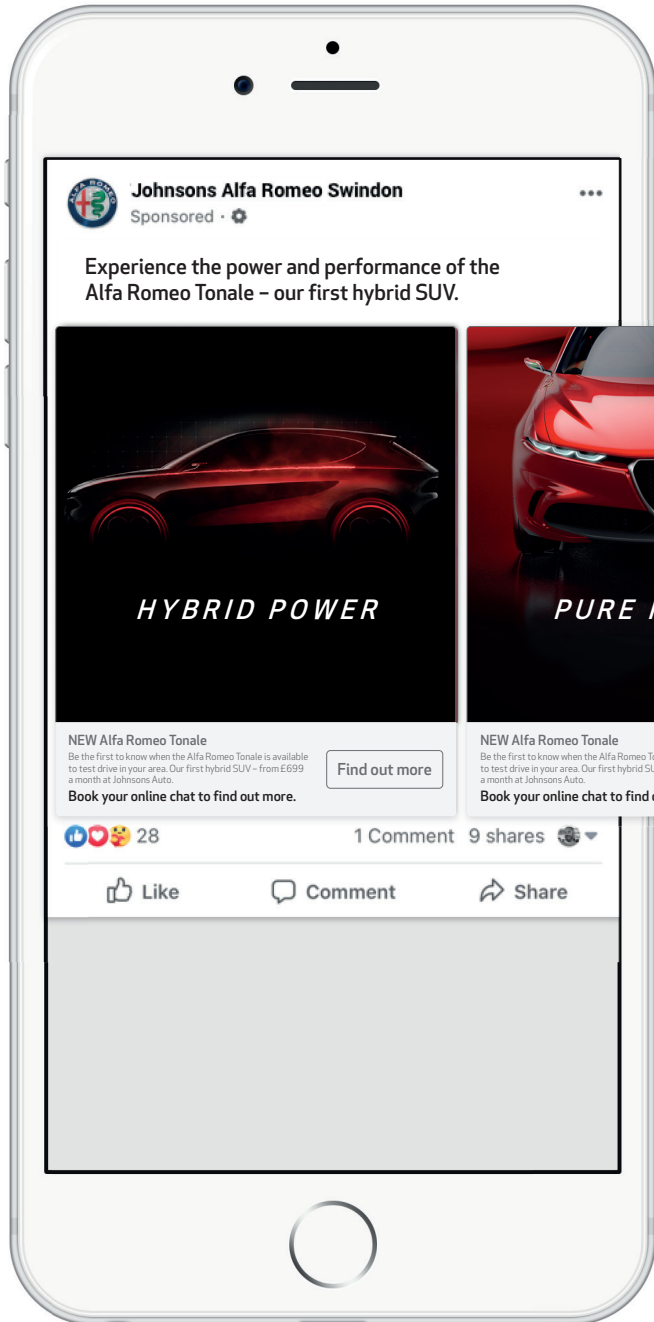




# **HYBRID POWER / PURE PASSION**

This creative route appeals to discerning, successful, independent-minded audiences who are looking for a visually impactful SUV that separates them from their contemporaries. It marries powerful visuals with performance and emotion, positioning the car as an extension of the person's success and purpose in life. Imagery focuses on the power of the car's styling – its muscular lines and details – showcasing the distinctive appeal of its Alfa characteristics.

TEASE PHASE SOCIAL AD: AWARENESS BUILDING / CAPTURING PROSPECTS



 **Johnsons Alfa Romeo Swindon**  
Sponsored · 

Experience the power and performance of the Alfa Romeo Tonale – our first hybrid SUV.



**NEW Alfa Romeo Tonale**

Be the first to know when the Alfa Romeo Tonale is available to test drive in your area. Our first hybrid SUV - from £699 a month at Johnsons Auto.

Book your online chat to find out more.

[Find out more](#)



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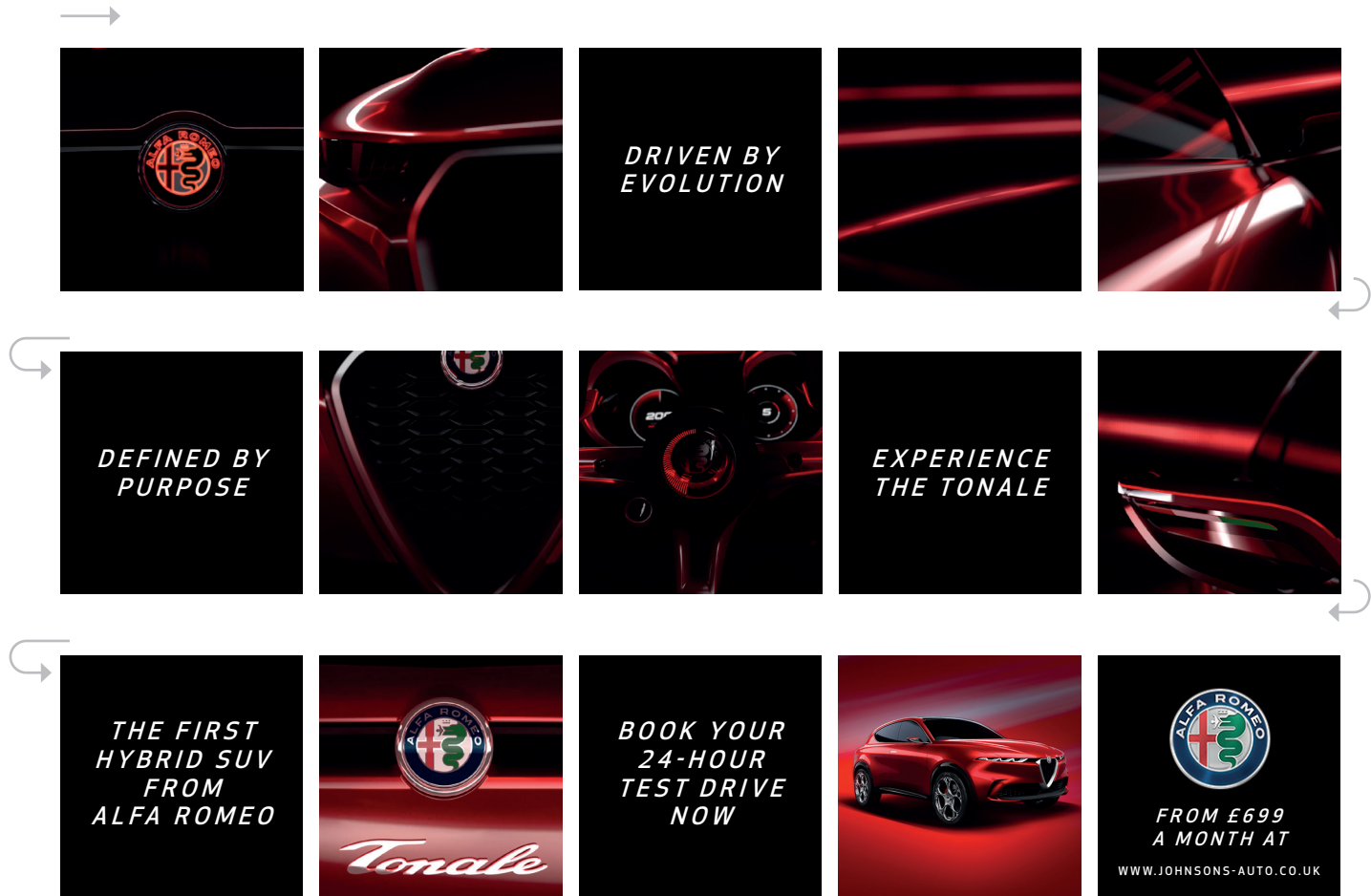
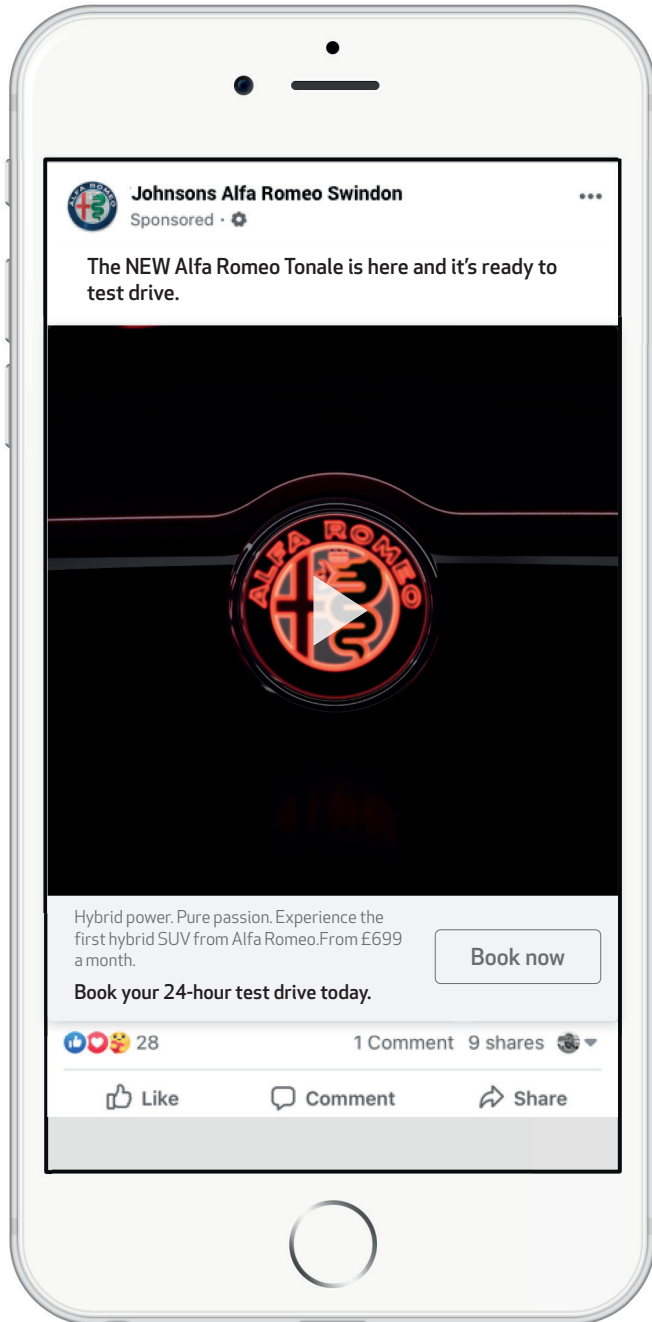
1 Comment 9 shares 

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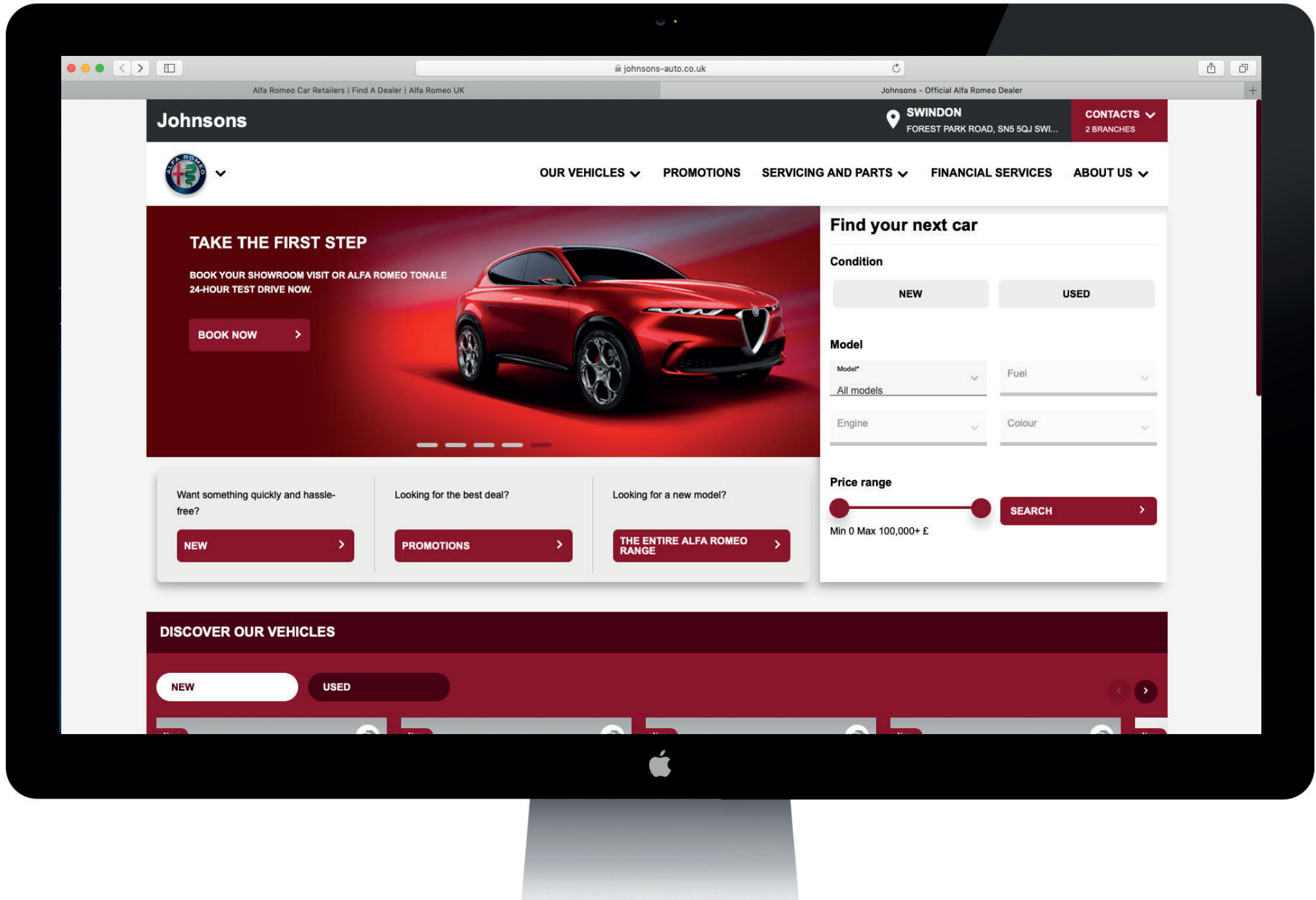
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# TARGET PHASE SOCIAL VIDEO: ENGAGEMENT / DIRECT RESPONSE



# TARGET PHASE BOOKING FORM: LEAD CONVERSIONS TO TEST DRIVE / SHOWROOM VISIT



Johnsons



OUR VEHICLES ▾ PROMOTIONS SERVICING AND PARTS ▾ FINANCIAL SERVICES ABOUT US ▾

SWINDON  
FOREST PARK ROAD, SN5 5QJ SWI...

CONTACTS ▾  
2 BRANCHES

## TAKE THE FIRST STEP

BOOK YOUR SHOWROOM VISIT OR ALFA ROMEO TONALE  
24-HOUR TEST DRIVE NOW.

BOOK NOW >



## Find your next car

### Condition

NEW

USED

### Model

Model\*

All models ▾

Fuel ▾

Engine ▾

Colour ▾

### Price range

Min 0 Max 100,000+ £

SEARCH >

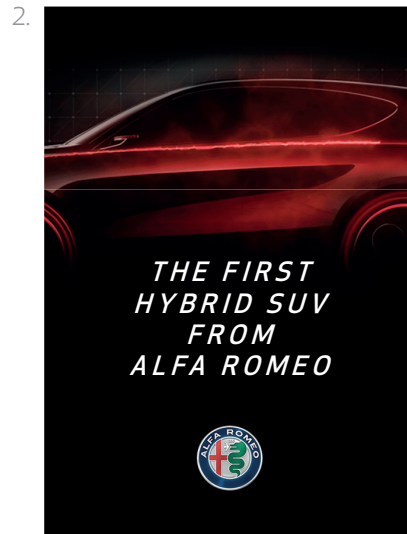
## DISCOVER OUR VEHICLES

NEW

USED



TARGET PHASE OUT OF HOME: DRIVING AUDIENCE TO TEST DRIVE



\* figures are for illustrative purposes only and subject to change



## EXPERIENTIAL

In partnership with ASK Italian we create a unique product placement opportunity for dealers that plays on the theme of 'Italian Passion' in retail environments that have a high footfall of the relevant target audience.



- ASK are an upmarket/family chain that have restaurants appropriate spaces
- Discounts for test drive sign ups/or a chance to win an Italian style cooking workshop from your local ASK chefs
- Alfa Romeo 'Tonale' dish on the menu for the month. Tonale colouring sheets for the kids.
- Advertised on both brands social media/retail centre digital screens
- Opportunity for wider social media amplification
- Sign up and get chance to win holiday to Italy



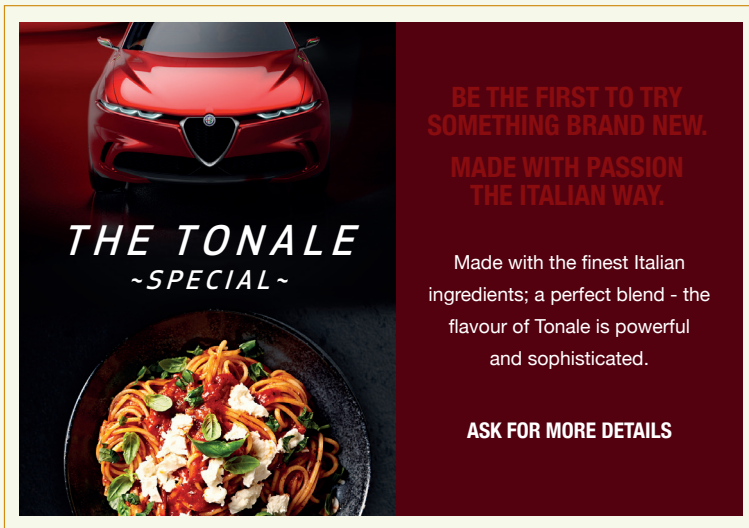
# EXPERIENTIAL

To create longevity beyond the initial event we create in partnership with the ASK chefs some Tonale themed recipes for the menu that will be available for the month.



## PIZZA & PASTA

### DISH OF THE MONTH



**BE THE FIRST TO TRY SOMETHING BRAND NEW. MADE WITH PASSION THE ITALIAN WAY.**

**THE TONALE**  
~SPECIAL~

Made with the finest Italian ingredients; a perfect blend - the flavour of Tonale is powerful and sophisticated.

**ASK FOR MORE DETAILS**

### PASTA FRESCA

PREMIUM PASTA RANGE WITH FRESH EGG FRILLY TAGLIATELLE

#### NEW KING PRAWN & CRAYFISH 14.95

Fresh egg frilly tagliatelle with succulent king prawns and crayfish in a creamy tomato and lobster bisque with a hint of chilli, topped with a large king prawn in its shell.

#### ASPARAGUS & PANCETTA CARBONARA 13.50

Fresh egg frilly tagliatelle with crispy pancetta and asparagus in a velvety

### RISOTTO

#### RISOTTO CON POLLO

Risotto with tender chick sauce.

### PRIMA PIZZA

STONE BAKED, LONGER,

#### NEW TWO EGG FIORE

Two soft-baked free range mascarpone cheese. Add

#### CAPRINA ▼

Goat's cheese, rocket, pl



Instagram

Search



askitalian Follow

594 posts 18.1k followers 283 following

ASK Italian  
Temporarily closed. Sorry we can't be here but please check back for plans coming soon. Our teams are getting ready & can't wait to see you  
[www.askitalian.co.uk/covid-19](http://www.askitalian.co.uk/covid-19)



Printables ...



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Interiors



Vegan



Pizza



Pasta

POSTS

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