

Giovanni Perosino

Direttore comunicazione Fiat Group

**ALFABET:
il nuovo linguaggio di Alfa Romeo**



Courage



Agility

Charme

**Alfa Romeo MiTo.
The world's most sporty compact car**





24% of 12-18 year olds use another media most of the time while watching TV



PAULA JONES: WHAT HAPPENS NEXT



“TALKING” to the young...

...means confessing we're not part of them.



Young people don't talk, they live!

A group of diverse young people, including men and women of various ethnicities, are shown from the chest up, looking upwards towards the center of the frame. They are arranged in a circle, creating a frame for the central text. The background is a plain, light color.

**Con i giovani
non si parla...**

Si comunica!

I giovani non ascoltano,



guardano e sentono

UN NUOVO LINGUAGGIO

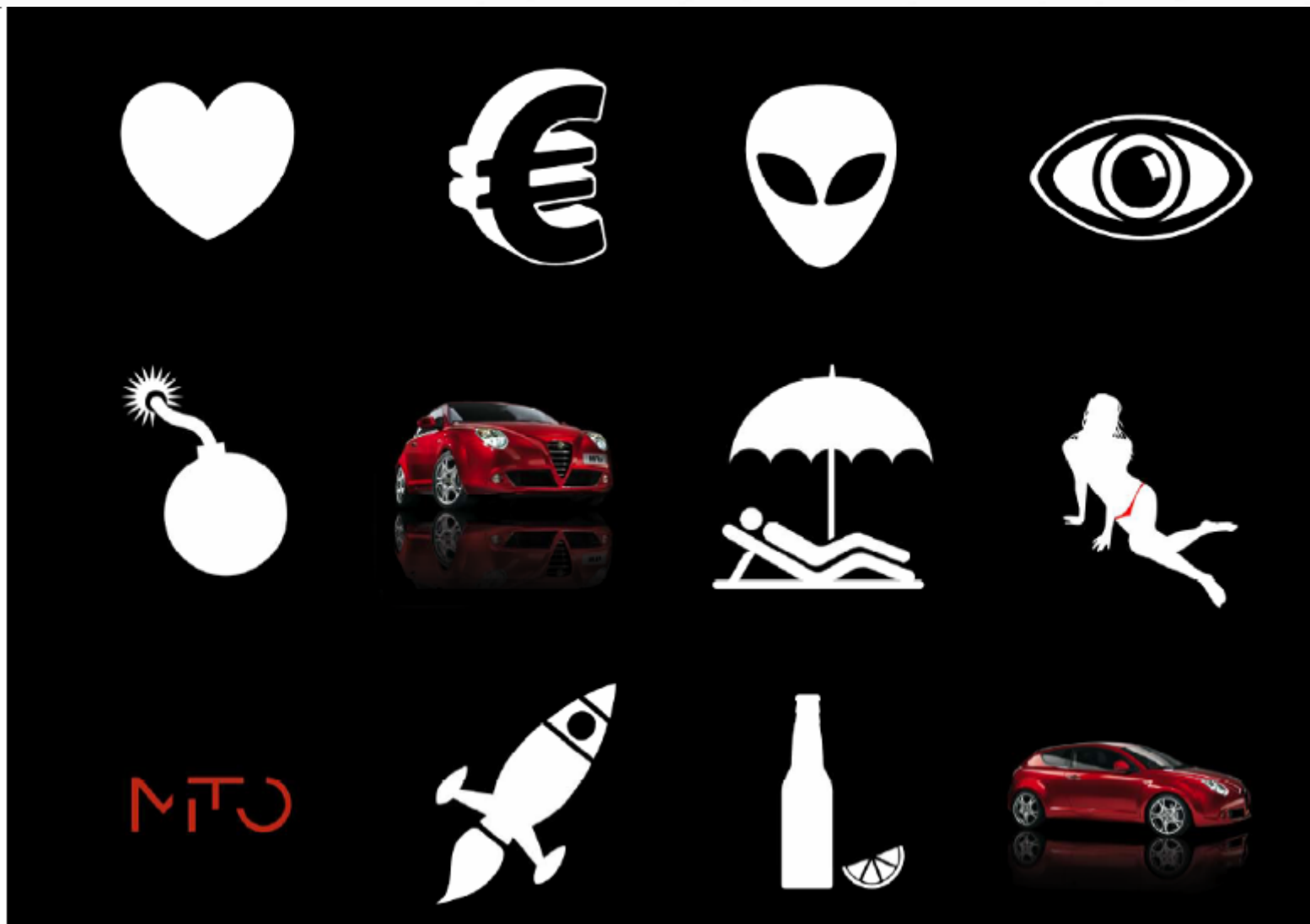


ALFABET



My *Alfabet.*

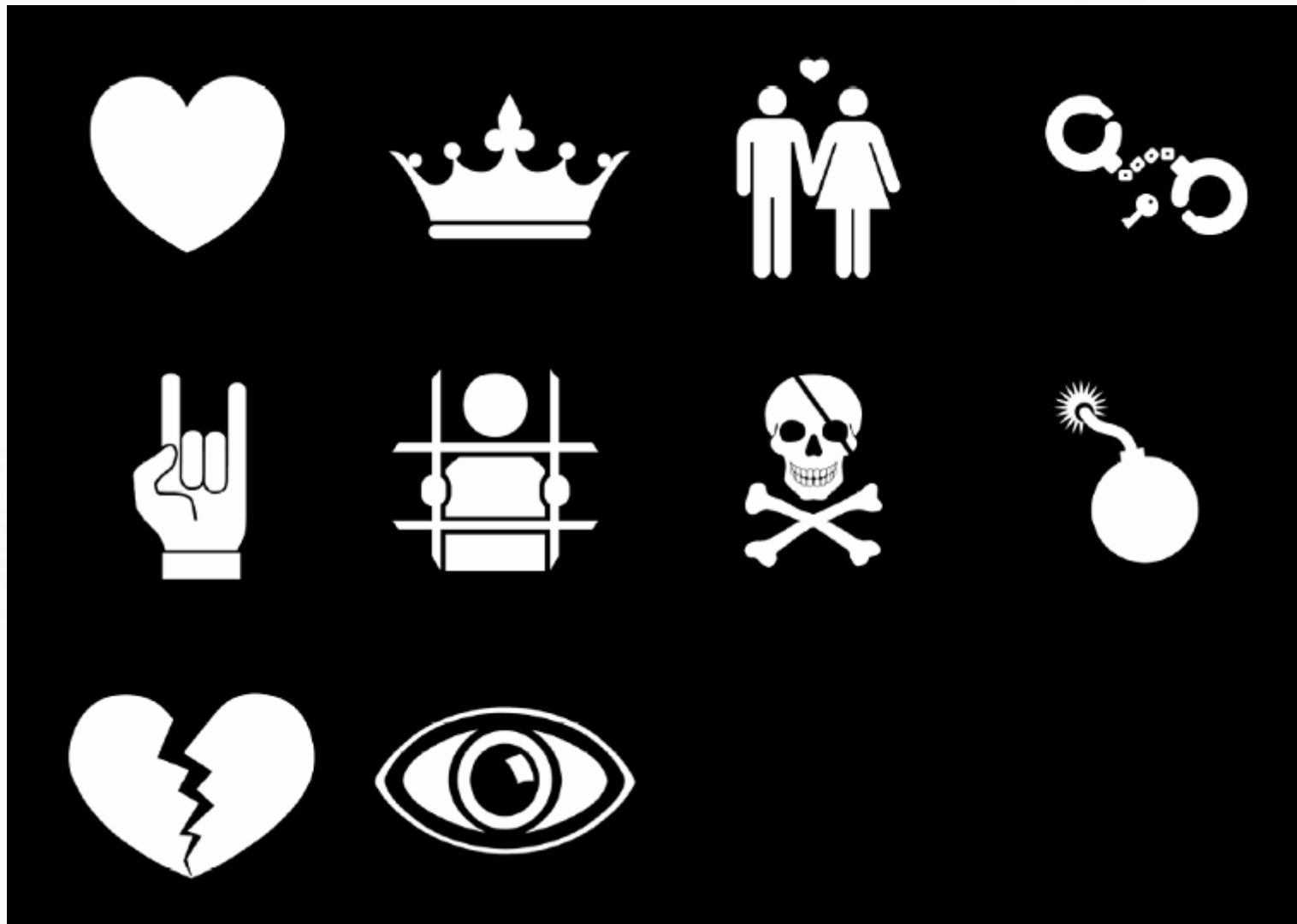
HOTTEST icons




PEOPLE icons




EMOTIONS icons



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MITOUSERS: 11843

MOST RECENT

MOST VIEWED


MOST RATED

HOTTEST MITOCLIPS

HOTTEST MITOCLIPS

MY LONDON WEEKEND	MY AEROBIC	MY VENICE TOUR
MY SUNDAY	MY NEW BED	MY TOYS
MY CHAT	MY EX BOYFRIEND	MY

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

















ALFAROMEIO MITO LINKS:


- DISCOVER MITO
- GO TO MITOBLOG
- MITO WORLD


TUTORIAL
TERMS & CONDITIONS
CONTACT

PAGES:

HOTTEST ICONS



MMS powered by 


MY NEW BED

AUTHOR: Mitoclip
PUBLISHED: Mon Sep 8 00:00:00 GMT+0200 2008
VIEWED: 6924
RATING: 0

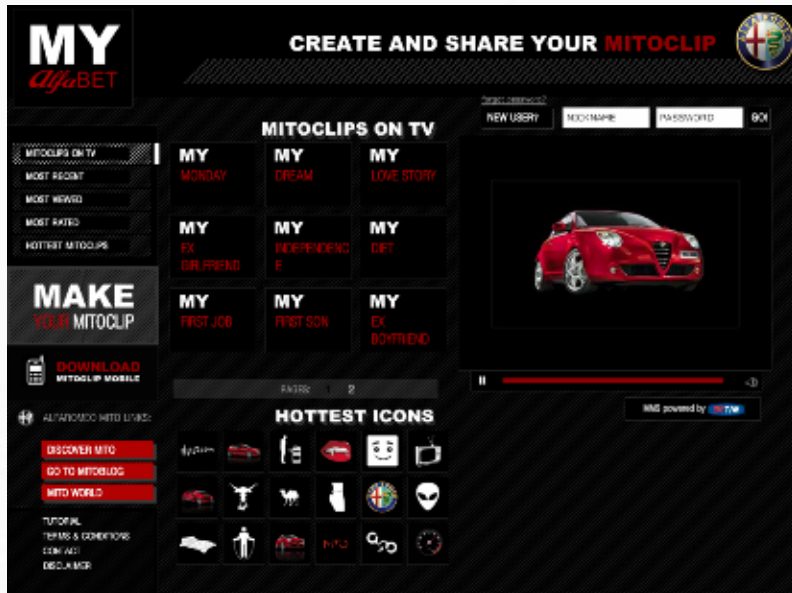
COMMENTS:

liss
dove l'hai preso??all' Ikea???? hahahahaha

MILANO'08



Non solo WEB EVOLUTION ma anche WEB “RE-VOLUTION”



**FIRST
SON**

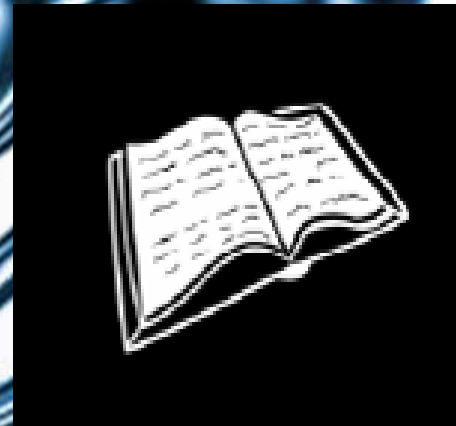
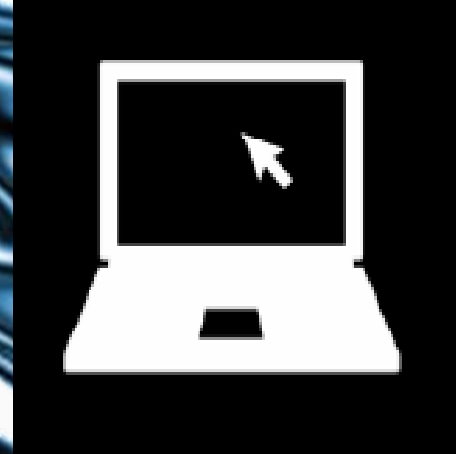
Title: “MY FIRST SON”

Clip created by: DaniloDC

On: www.alfamitoclip.com

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AlfaBET : a real “LIQUID IDEA”



DVD

MITO

MY



TV

Web

Mobile

Affissione

Stampa

MiTo Store

Rock'n'Music
Planet

Eventi Collaterali

RISULTATI di www.alfamitoclip.com

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- 500.722 visite
- 806.297 pagine visualizzate
- 3 minuti → tempo medio di permanenza sul sito
- 8.300 clip pubblicati dagli utenti
- 6.000 registrati
- Più di 700 MMS inviati
- Più di 1000 mail -con mitoclip- inviate

Un'ANTEPRIMA per lo IAB...



GRAZIE !

