

# *“Out of the Ordinary”*

Rare moments and unmissable experiences that distinguish our lives

# The Concept

A sip of Italy's most exclusive wine. A glimpse of artwork that was made to disappear. A clear view of a once-in-a-decade celestial event. These beyond-rare, live-in-the-moment experiences occur only when conditions are exactly right—just as an exhilarating drive in the Alfa Romeo Stelvio is made possible by a century of perfecting the balance between style and power.

We'll bring this to life for *The Washington Post's* discerning and adventurous readers through custom content that fosters a deep emotional connection to the Stelvio. Leveraging the Post's most innovative storytelling tools, we'll show how the car empowers drivers to make the most of their fast-moving lives through awe-inspiring moments that captivate our senses, engage our passions and distinguish our lives.

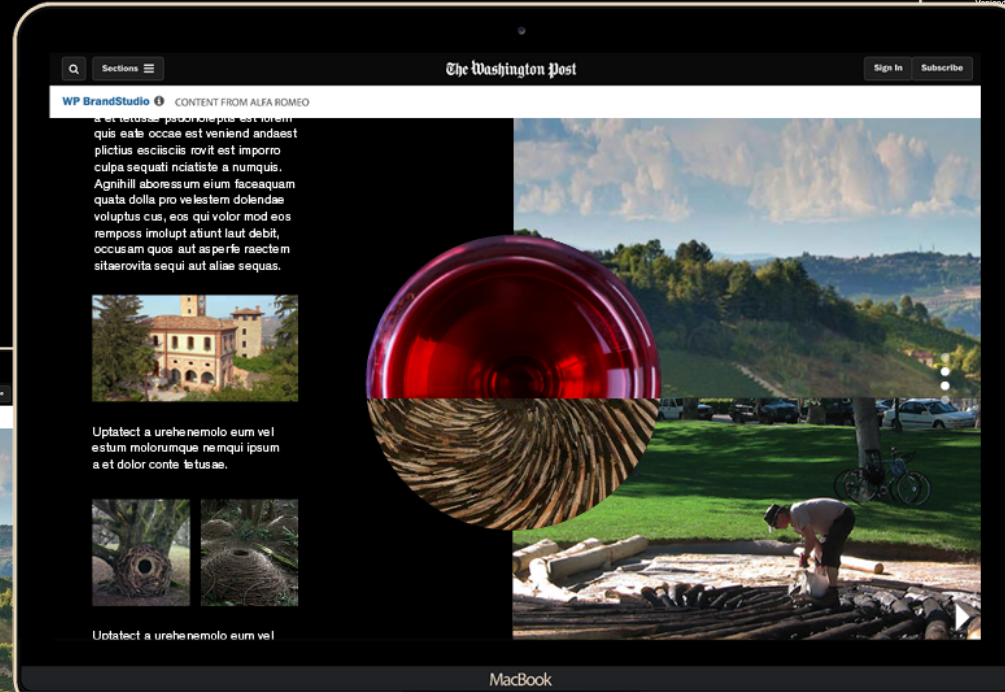
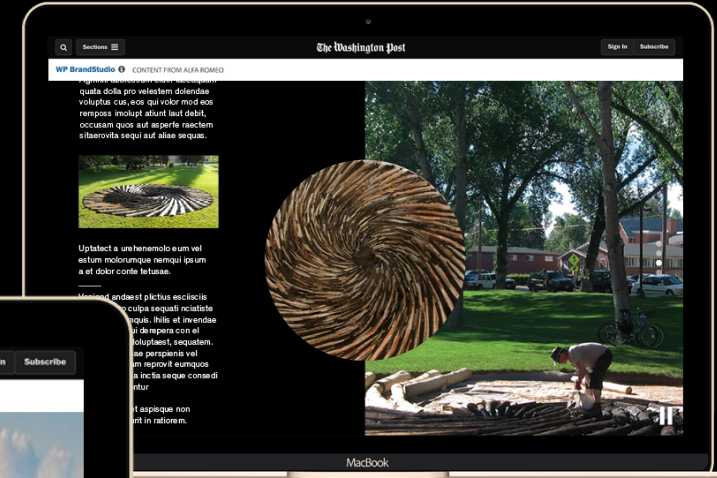
Note: Program elements and timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.



As readers enter the program, a background images animates to show the Northern Lights emerging in the sky—a rare and unmissable moment

# The Content

Dynamic storytelling elements—such as still photographs, cinemagraphs, video vignettes and animated graphics—are combined into an **immersive multimedia experience**. The Stelvio is organically integrated through images and copy.



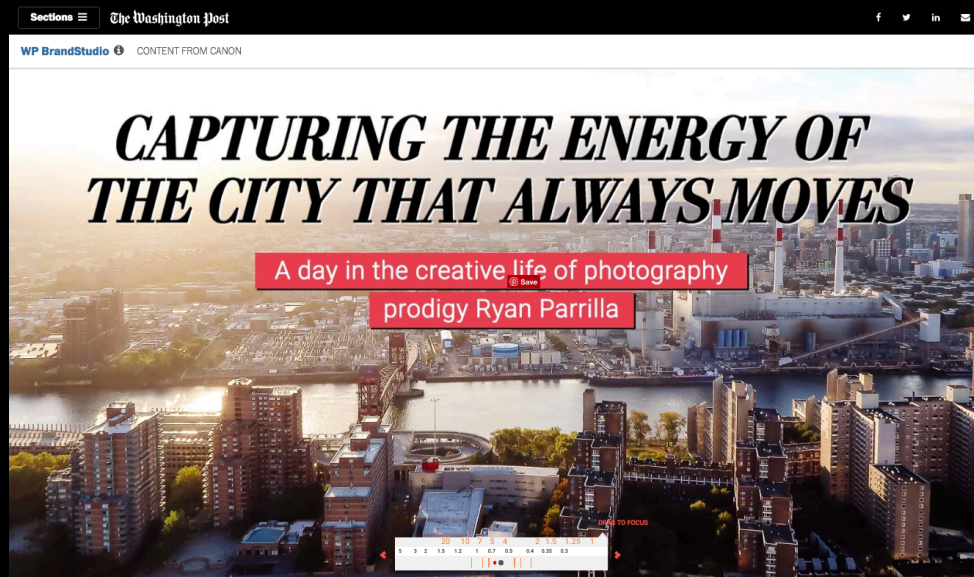
A article connects the visuals and delves into the meaning and impact of rare moments such as:

- A once-every-few- decades wine like Bruno Giacosa’s “Red Label” Barolo
- A work of “land art” that exists briefly then disappears
- The solar eclipse that will occur on 9/21/17



# Sample WP BrandStudio Program

Our program for Canon included a similar blend of narrative copy, photography and animated graphics



*"The smells, sounds, what's happening around me. I definitely use my five senses when out and about. I love listening to everything around me. I feel like I am one with my environment."*

It's not often you find Ryan Parrilla (@ryanparrilla) without a camera in hand. The Manhattan-based photography prodigy, 18, has been snapping shots of New York for just four-and-a-half years, a fact that might

## YOUNG AND FOCUSED

*A day with a teenage photo pro*

Presented by Canon's PowerShot G7 X Mark II



to begin his day.

"I walk around," he says. "I guess you can call me a photo taxi. I just look at where the light is best. And wherever the light is, I watch what happens in the light. And work with it."

In Midtown, along a five-block stretch along Sixth Avenue between 47th and 53rd Streets, Ryan takes photos of people purposefully walking by, following them halfway down a crosswalk before stopping and catching them as they approach the corner. Spending 45 minutes waiting for the right shot is not out of the ordinary.

[Live link to program](#)