



Arrive in Sound and Style

In order to highlight the difference between simply showing up and truly arriving in the Alfa Romeo Tonale, we created an immersive 3D audio Spotify ad. Using dynamic sound design, we contrasted ordinary moments like a cat's meow with elevated experiences like the roar of a tiger, reinforcing the Art of Arrival digital campaign.

VO: Arriving in the Alfa Romeo Tonale is a bit different than just showing up.

VO: Showing up.

SFX: CAT MEOWING

VO: Arriving with style in Tonale.

SFX: TIGER ROARING

VO: Showing up.

SFX: LIGHT RAINFALL

VO: Arriving with the truly electric performance of Tonale.

SFX: THUNDERSTORM

VO: The Alfa Romeo Tonale. Master the art of arrival.



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