When passing the head office of Fiat Netherlands, you’ll definitely stop for a better look at the facade of this building. A huge facade fabric and three new Fiat 500 models on top of the construction are making an impression. The advertisement launches the new campaign ‘Improve on Greatness’ from creative agency Saatchi & Saatchi | Leo Burnett, commissioned by Fiat.

Van Straaten secured a steel frame on the facade of the Fiat head office Netherlands. Every 3 to 4 months creative agency Saatchi & Saatchi | Leo Burnett launches a new campaign for Fiat Netherlands and places a new large facade fabric in this frame.

How to impress with what’s already an icon?
Saatchi & Saatchi | Leo Burnett is the international marketing agency of the FCA Group (Fiat Chrysler Automobiles). The agency works according to the Lovemarks philosophy, trying to touch people emotionally with advertisements and brands. The Fiat 500 is an icon since 1957. With great success a new edition of this icon was introduced in 2007. Recently, the Fiat 500 has undergone a facelift, the first major visual overhaul since its modern-era launch eight years ago. As extra feature the icon is now also available with a new collection of car dressings. The challenge for Saatchi & Saatchi | Leo Burnett was to make an impression with what’s already an icon. The solution for this challenge is the campaign ‘Masterpiece Reloaded’.

Vanessa Snoeij of Saatchi & Saatchi | Leo Burnett: “The execution and design was more complex than usual. This was due to the fact we wanted to incorporate three real Fiat 500 cars in our visual branding concept for the facade of the building. It was great to experience that Van Straaten was really engaged with us in this project. We discussed all the draft proposals directly with Van Straaten and they

“The best of working with Van Straaten is that they go above and beyond just printing. They have not only arranged the production of the facade fabric, they have also ensured the assembly and the rigging of the three cars.”

Vanessa Snoeij, Saatchi & Saatchi | Leo Burnett

About Saatchi & Saatchi | Leo Burnett
Creative agency Saatchi & Saatchi is part of the Leo Burnett network. This international agency counts 150 agencies in 86 different countries. They assists clients in positioning, innovate and transform their brands by getting people emotionally involved.

Why Van Straaten
- Easy to reach, fast response times
- High quality prints
- Advice on the use of materials
- Very engaged in our projects
- Non-standard solutions
- Saves time and work
- Service and assembly
advised on the use of materials. This is very important, given the short lead time of the project. But the best of our cooperation with Van Straaten on this project is that they have gone above and beyond just printing. They have not only arranged the production and installation of the facade fabric but have also ensured the three real Fiat 500’s were rigged up.”

**Stand Out**
The real visual experience is in the combination of the large facade fabric and the three real Fiat 500 cars. Saatchi & Saatchi | Leo Burnett and Fiat Netherlands are extremely happy with the result: “Because the facade of the Fiat head office is quite large, and the Fiat 500 cars are pretty small, the cars do not stand out by themselves. It’s the combination of the facade fabric, the cars and lighting that makes it an impressive result. This project would not have succeeded without the advice and cooperation of Van Straaten. Together, we achieved the goal of this campaign - creating awareness for the new Fiat 500. We look forward to be working again with Van Straaten in the future to develop new, creative visual branding solutions at the facade of Fiat’s headquarters.”

**About Van Straaten**
Van Straaten is the leading manufacturing company for innovative visual communication solutions. We offer all large format and special print projects under one roof; from concept and realization with sublime prints and frames, to professional finishing and mounting on location. Discover why professionals work with Van Straaten. Have a look at our website www.vanstraaten.com, contact your account manager or call us at +31 (0)23 - 555 18 61.

**Products and Materials**
- Facade fabric
- Steel Frames

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“Because the execution and design was more complex than usual due to the three real Fiat 500 cars, it was great to experience that Van Straaten was really engaged.”

Vanessa Snoeij,
Saatchi & Saatchi | Leo Burnett

Cooperation
Saatchi & Saatchi | Leo Burnett is working with Van Straaten on the visual branding of their designs for the purpose of facade fabrics, large size prints and steel frames.

Photo credits: Ellen Pichotte

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