

A man with tattoos and a Bentley logo in the background. The man is wearing a light-colored, vertically striped button-down shirt and dark pants. He is holding a pair of sneakers in his right hand. The background features a large, faint Bentley logo and the word 'BENTLEY' in a grid pattern.

# Crafting Connections with a New Generation

- ✔ **Engaging younger, diverse audience:** Collaboration with sneaker customizer Dominic Ciambone.
- ✔ **Showcasing personalization:** Limited-edition sneakers and a unique Bentley Flying Spur Hybrid.
- ✔ **Experiential impact:** Revealed at Art Basel, highlighting Bentley's customization.
- ✔ **Strategic focus:** Experiential, Sponsorships & Partnerships, Content & Social.



# Bentley x The Surgeon

A collaboration in craftsmanship

## SITUATION/INSIGHT

Access and exclusivity are incredibly important to this new audience of young and wealthy Americans, but they also crave opportunities to express their unique identities. We wanted to help Bentley demonstrate the levels of personalization available that mean this new audience can co-create a Bentley that is uniquely theirs.

## SOLUTION

We created a collaboration in craftsmanship with the world's leading creative sneaker customizer, The Surgeon, to create a line of limited-edition sneakers from Bentley materials and finishes, including a unique pair that served as the keys to a one-of-a-kind custom Bentley, revealed at Art Basel.

## DELIVERABLES

- "Making of" documentary films
- PR Promotional Teaser Campaign
- Live Activation at Art Basel
- Content Capture
- Social Media Video



Purchase price pre-launch for featured car



Prime Reach

