

The Hindu Business Line

First TV commercial for Vespa

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Piaggio India is all set to launch its first TV commercial for its two-wheeler offering 'Vespa'. The ad aims at echoing the point that Vespa is not just a mode of transportation, but an individual style statement. "The effective message is that the youth express their individuality through their lifestyle," the company said in a release. The film opens with a young man in a modern setting, cheerfully getting ready to go out. He jumps out of bed, dons his favourite shirt, shoes, jacket, straps on his helmet and gets on his Vespa in search of the perfect girl. The ad is a modern take on the classic Cinderella story. The film ends with the line, "Vespa. Fashion Unchanged. Since 1946". — **Our Bureau**