

Fiat is the Gold Coast SUNS' newest recruit

Written by Jason (Neutral)
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Fiat Chrysler Group today launched an advertising campaign to support the Fiat brand's inaugural year of sponsorship of the Gold Coast SUNS.

The campaign, entitled 'Newest Recruit', celebrates Fiat as the newest member of the Gold Coast SUNS team.

A television commercial has been produced in support of the campaign featuring GC SUNS players Gary Ablett, Charlie Dixon, Zac Smith, Dion Prestia and Jaeger O'Meara.

Veronica Johns, President and CEO of Fiat Chrysler Group said, "Fiat is proud to support the Gold Coast SUNS Football Club – it's a young club on an upwards trajectory. The club's values and aspirations closely mirror those of our organisation and in particular the Fiat brand."

Gold Coast SUNS CEO Travis Auld added that "We are extremely excited to welcome Fiat on board as our newest recruit. The Fiat brand is energetic, fun and holds a unique place in consumers' hearts and minds. Fiat is a perfect partner for our brand."

Fiat is also bringing to market a stadium activation that is unique in the AFL.

Fiat has worked with the Gold Coast SUNS and Metricon Stadium to recreate a traditional Italian Piazza in the heart of the stadium, drawing on the Italian heritage of the Fiat brand.

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The Fiat Piazza will offer cafe style seating for 35 guests and feature a bespoke menu including wood fired pizza, waiter service and a guest experience that is unparalleled in the sport.

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