

Piera Gallo

VP Global Marketing

Italian Brands Stellantis



PIERA GALLO

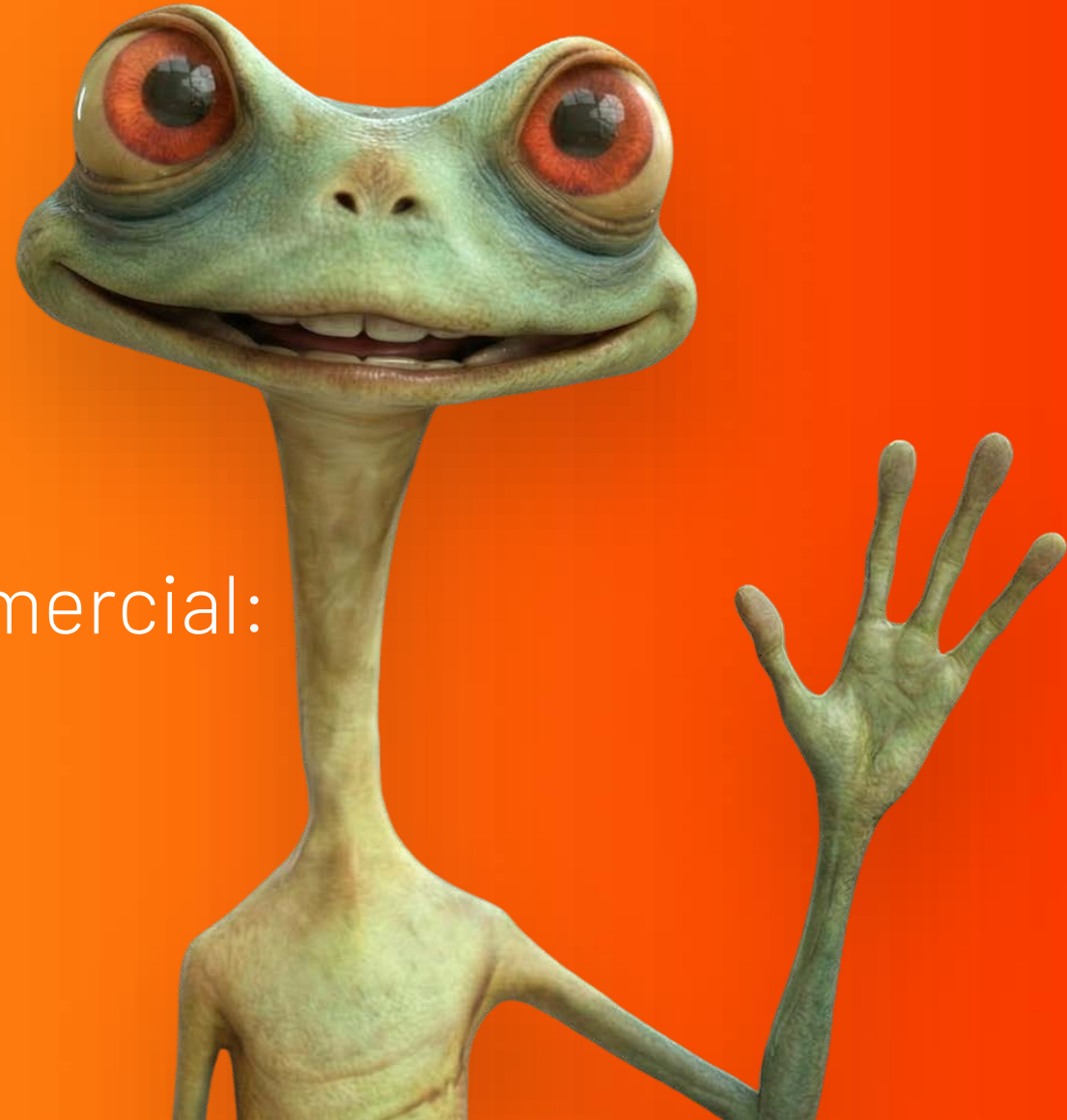
VP Marketing Office Italian Brands
and Jeep Europe



**Turning ideas
into stories.**

FIAT's first fully AI-Generated TV Commercial:

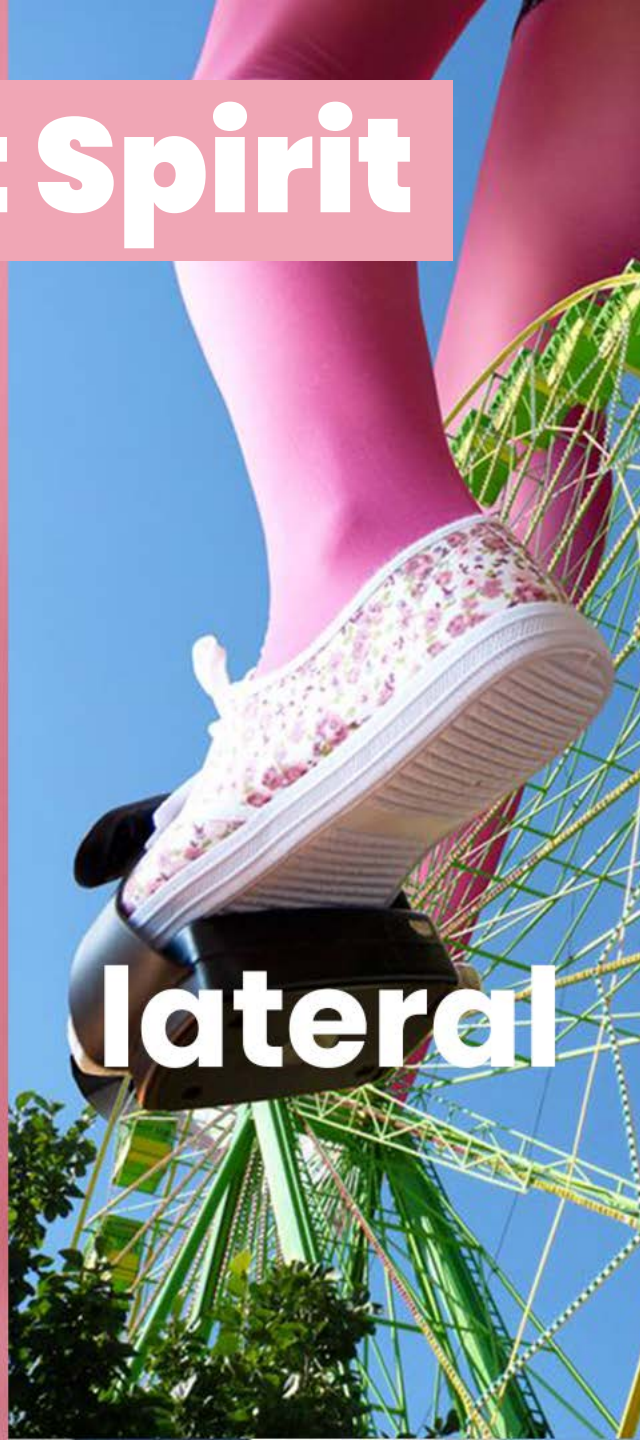
PANDINA, *Italiano.*



The Fiat Spirit



joyful



lateral



simple



relevant

FIAT

FOR OVER 40 YEARS,

PANDINA HAS BEEN
THE MOST LOVED (AND SOLD)
CAR IN ITALY,

AND THE PUREST
EXPRESSION OF OUR DNA.



AND IT DESERVED MORE.

SO, WE DIDN'T JUST TELL A STORY,
**WE CREATED AN ENTIRE
UNIVERSE OF CONTENT.**



**CRAFTED BY HUMANS,
ACCELERATED BY AI.**



Thank you!

