

Guiding Question:

How does the ad use language and visual elements to convey value messages?



**ONE DAY YOU WILL DO
WHAT YOU LIKE.
TODAY COULD BE THAT DAY.**

THERE ARE JOURNEYS TO BE UNDERTAKEN,
BOOKS TO BE WRITTEN, MOVIES TO BE MADE,
AND PEOPLE TO BE LOVED. BUT THEY'RE ALL PLANS
RIGHT NOW. QUIETLY WAITING IN A MIND SOMEWHERE.
'WHEN IS THE MOVE?', YOU CAN HEAR THEM SAY.
BETWEEN THE LIFE YOU WANT AND THE LIFE YOU LEAD,
BETWEEN FANTASY AND REALITY, BETWEEN NOW AND
NEVER, THERE IS JUST A MOVE. AND IT'S TIME YOU
MADE IT. SO WHY ARE WE ASKING YOU TO MAKE
THE MOVE? BECAUSE AT FIAT WE BELIEVE
OUR MOVES WILL DEFINE US.
ALLOW YOUR MOVES TO DEFINE YOU.
GRAB THE NOW, MY FRIEND.

**NOW
MAKE THE MOVE.**

 **MOVES WE'VE MADE**

- Comprehensive 3 year warranty.
- Flagship Fiat Caffè.
- 24x7 call centre and roadside assistance.
- Nationwide network of exclusive Fiat dealerships and service centres.
- Readily available and affordable genuine spare parts.



To test drive our world class cars, SMS FIAT to 54242 or call 1800-209-5556   

www.fiat-india.com



Delhi: Fiat Caffè: 40 - 42, Jangpali, Tolstoy Marg, Connaught Place, New Delhi; Kashyap Fiat - 212, Okhla Industrial Estate, Phase - 3, New Delhi; Thrust Motors Pvt Ltd: 1/71 Ground Floor, Shivaji Marg Motinagar Chowk, Opp Haldiram, New Delhi; Tuli Fiat - C-1, Wazirpur, Industrial Area, New Delhi; Noida: Kashyap Motors: C-18, Noida, Phase-II, Noida; Oberoi Cars: B-12, Sector 1, Noida.

This advertisement was part of a campaign for Fiat, an Italian automaker. It was published in various Indian magazines in 2013.