



# ALTO CAMPAIGN

Ana Maria St John & Maria Diaz August 2022

Everyone has a drive, that voice inside that says “never settle” in Alto we set our expectations as high as our dreams because we’re a new generation. We push ourselves to be on the move, be those who take the lead.

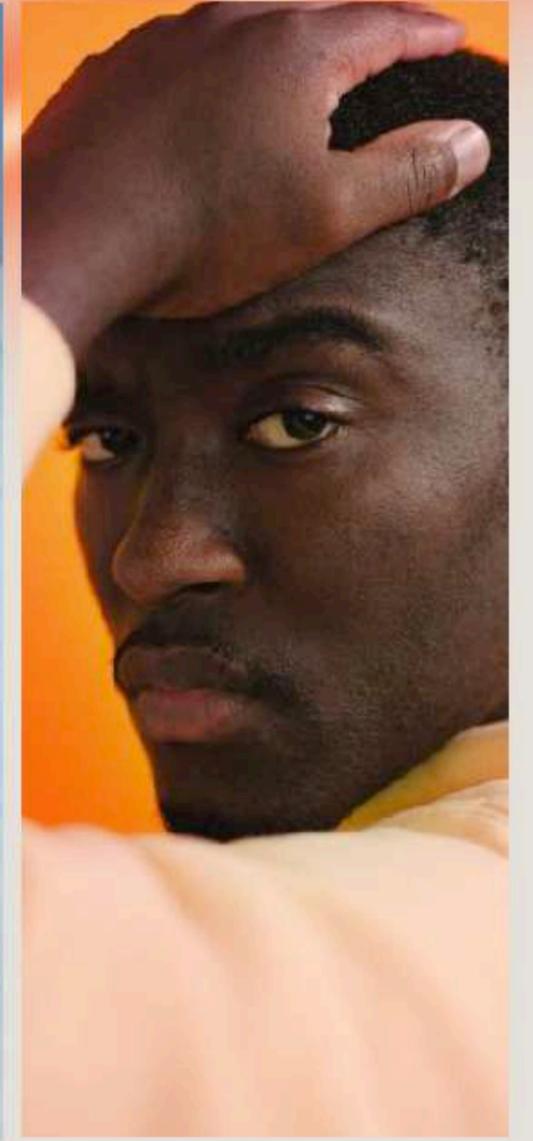
BE  
ALTO  
DRIVEN



L L E G A  
A L T O



# MOOD BOARD





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IT'S HARD TO CLIMB THE LADDER  
IF YOU'RE CLIMBING INTO A BEAT-UP SEDAN



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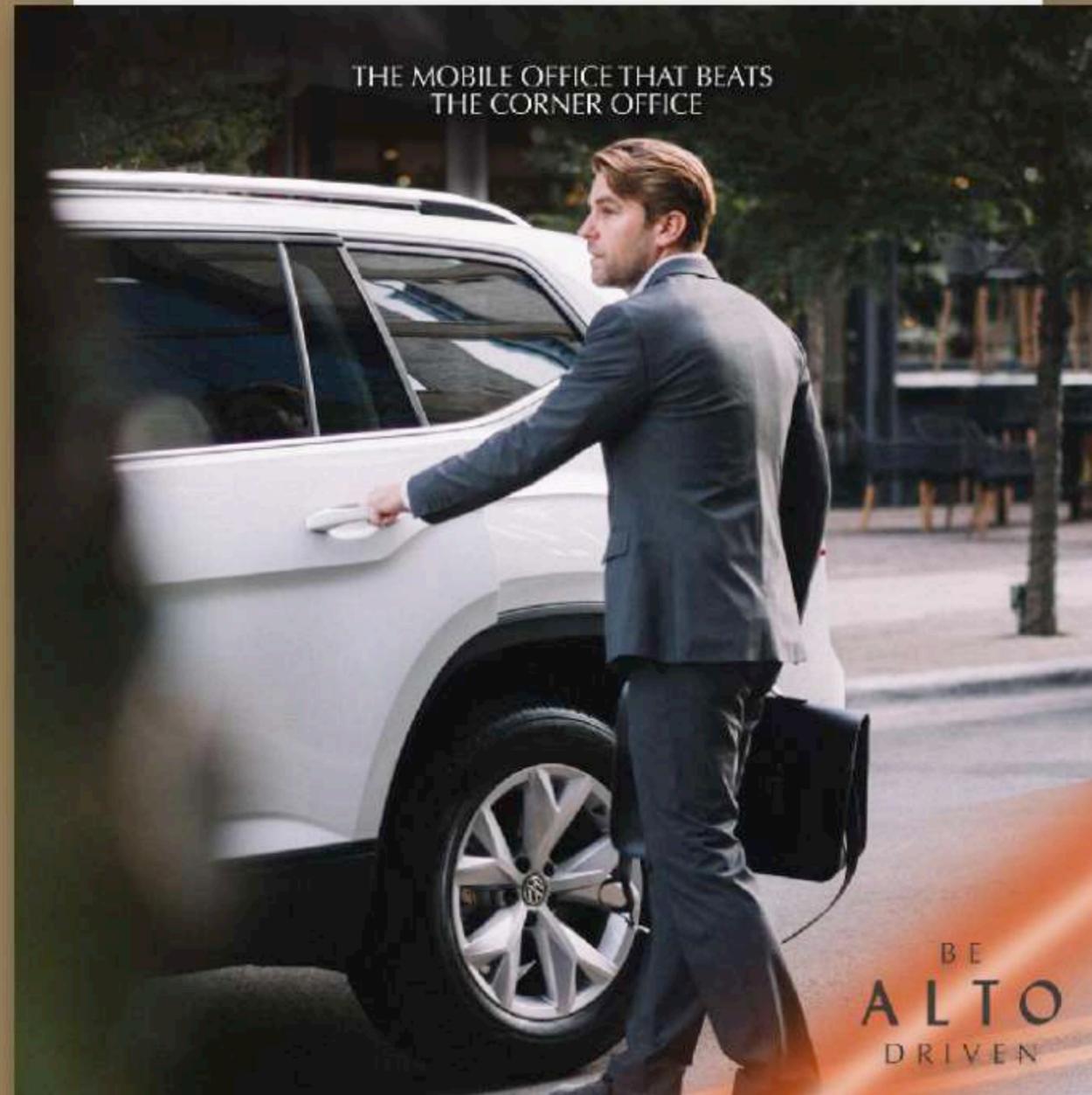
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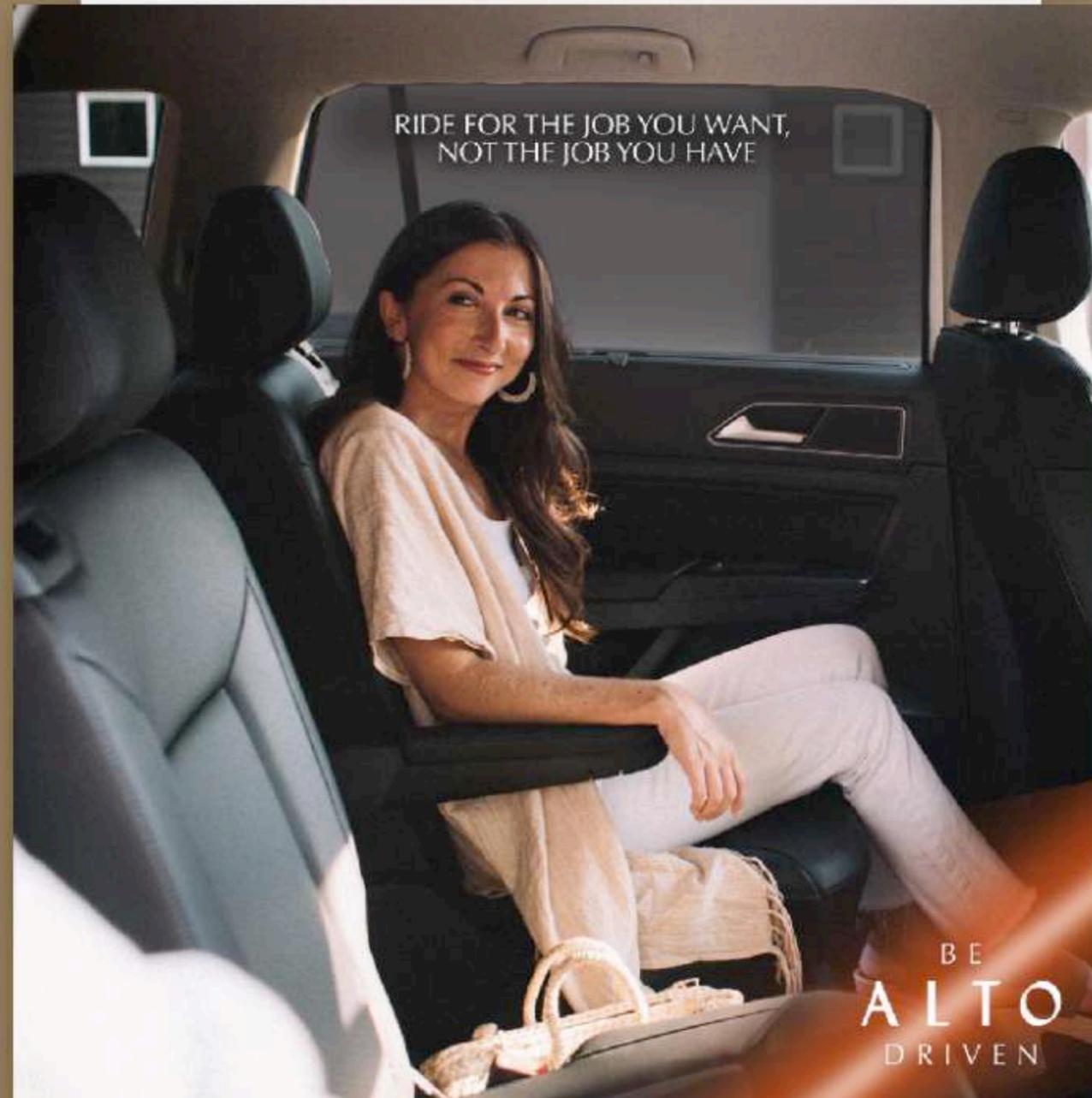
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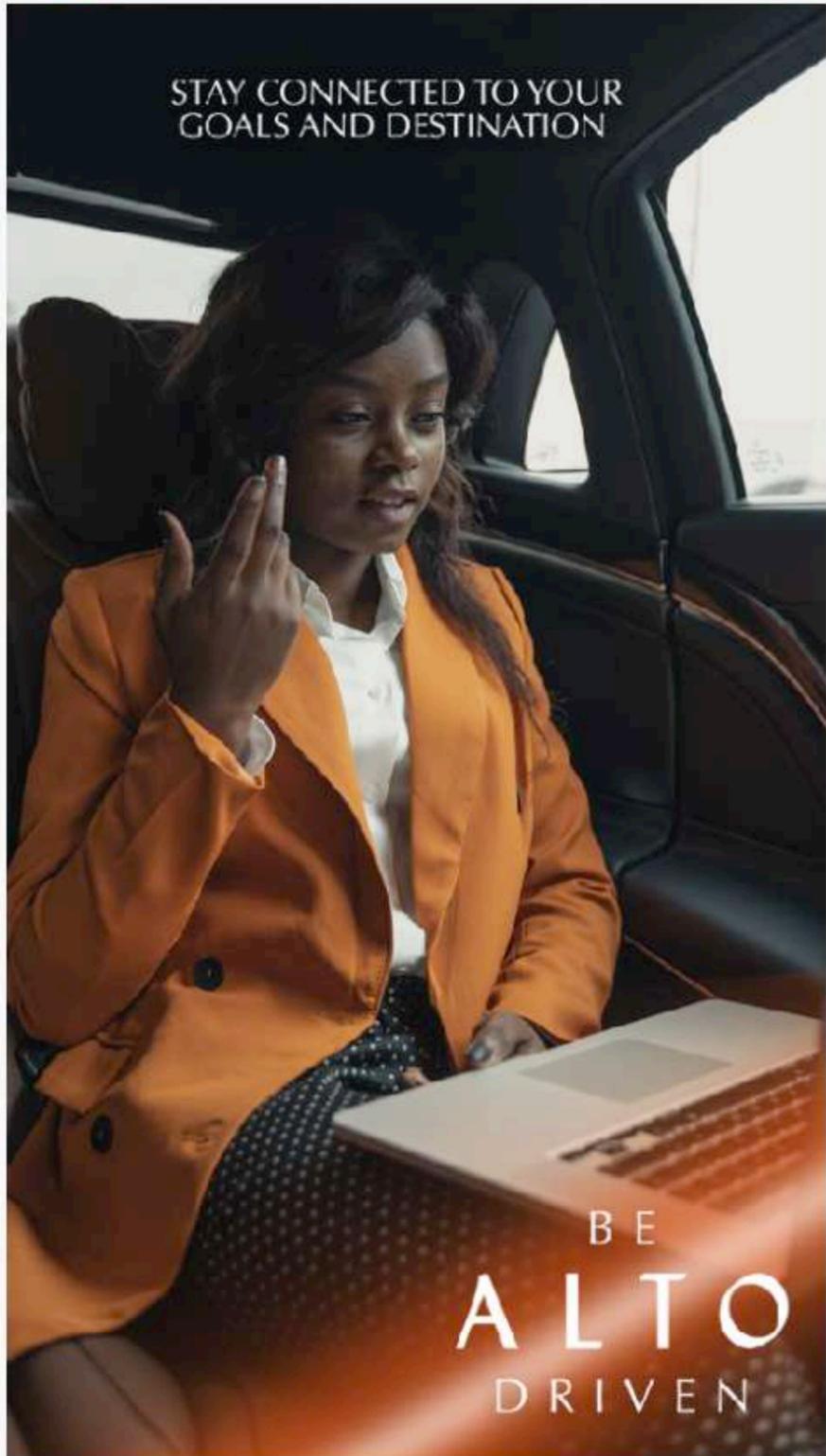
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Ridealto

STAY CONNECTED TO YOUR  
GOALS AND DESTINATION



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WIFI AND CHARGERS  
IN ALL OUR CARS



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YOUR BEST FOOT FORWARD,  
SHOULD BE LIT WITH ALTO GLOW



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NEON LIGHTS AND  
CHARGERS IN ALL OUR CARS

# MANIFESTO

## CAMPAIGN MANIFESTO

We all have a leader within and as a leaders,  
we create our own path, a unique way to get to our meta.

Leaders are those who recognize the best direction.  
And they set their standards Alto in quality.

Leaders are aware that experience is built  
Through effort, attention, and hint of intuición

Because leaders know that the worth of their work,  
is reflected in others.

We're here for leaders and creating remarkable journeys.  
Because we move for those who build el futuro.

Leaders go Alto  
And we're going that way.



Todos tenemos un destino al cual llegar,  
una voz dentro de nosotros que nos mueve  
para "ir más Alto".  
En Alto sabemos que las expectativas deben  
ser siempre a la altura de nuestros sueños.  
Nos movemos por crear nuevas experiencias.  
Somos una nueva generación, que lidera y  
**LLEGA ALTO.**

We all have a destination to reach,  
a voice within that moves us to go higher  
(Alto)  
In Alto we know that expectations must reach  
up to our dreams.  
We're moved by creating new experiences.  
We are a new generation, the one that leads  
the way to get high level. (Alto)





Ridealto

Con Alto vive la experiencia a tu manera. Escoge tus canciones favoritas o si prefieres ve en modo "no molestar".



[RIDEALTO.COM](https://ridealto.com)

**ASPIRA ALTO**

Elige cómo quieres tu recorrido.

[DESCARGA YA](#)

## SOCIAL MEDIA POSTS

### Post copy:

**Eleva tu camino al estilo de vida que quieres atraer. Llega alto.**  
*Elevate your ride to the lifestyle you want to attract. Go higher.*

### Post copy:

**Con Alto vive la experiencia a tu manera. Escoge tus canciones favoritas o si prefieres ve en modo "no molestar".**  
*With Alto live the experience your way. Choose your favorite songs or if you prefer activate "do not disturb" mode.*

### Headline:

**ASPIRA ALTO**  
*Aspire for higher*

### Custom Copy:

**Elige cómo quieres tu recorrido.**  
*Choose how you want your travel.*

### CTA:

**DESCARGA YA**  
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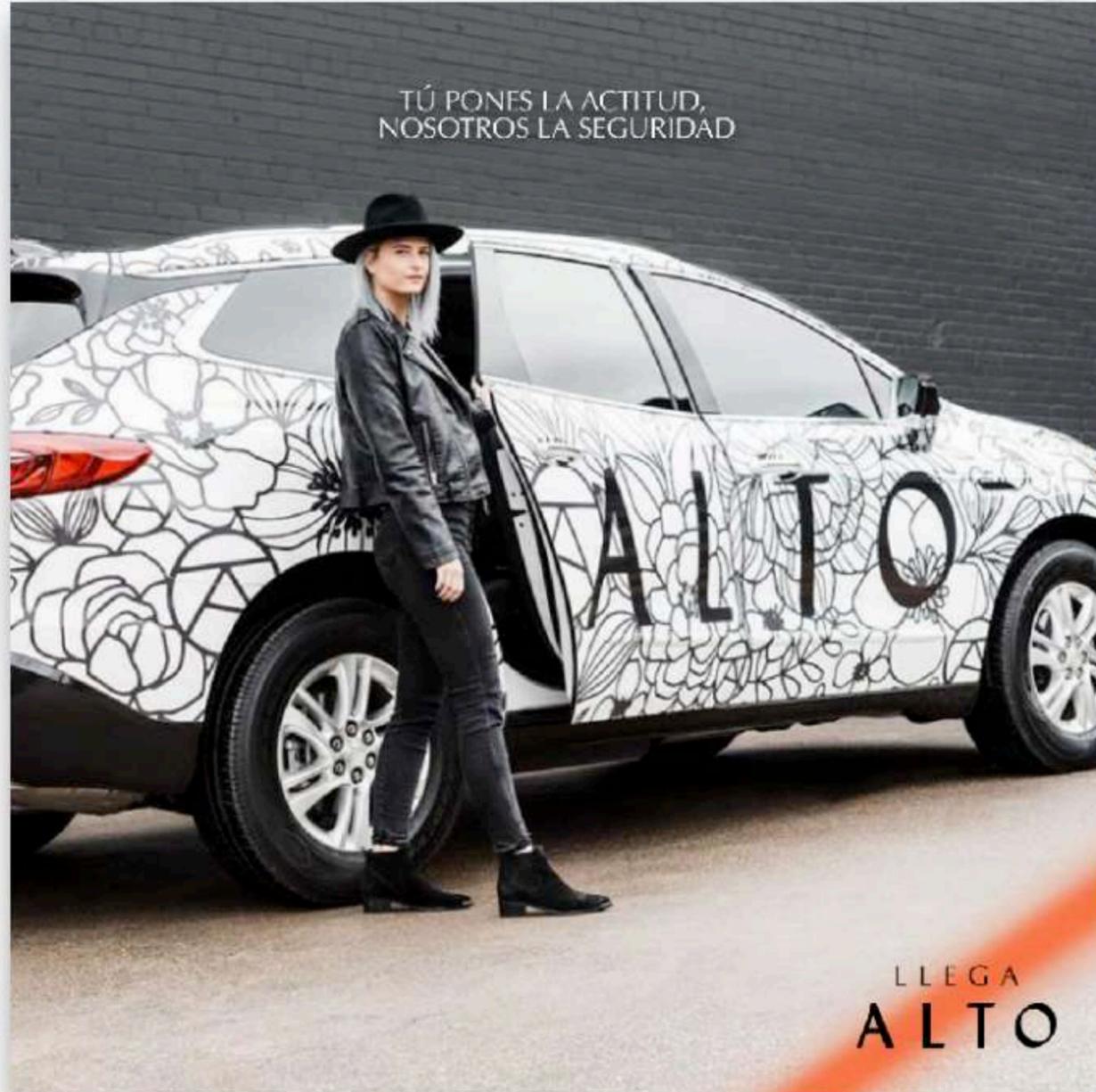
### RTB:

- Vibe setting feature



Ridealto

Más vale estar seguro del auto en el que irás. Agenda tu Alto y disfruta del camino en nuestros vehículos de alta gama.



RIDEALTO.COM

ASPIRA ALTO

La mejor forma de andar

DESCARGA YA

## SOCIAL MEDIA POSTS

### Image copy:

**Tú pones la actitud, nosotros la seguridad. Llega Alto.**

*You can add the attitude, we will add the safety. Go higher.*

### Post copy:

**Más vale estar seguro del auto en el que irás. Agenda tu Alto y disfruta del camino en nuestros vehículos de alta gama.**

*It's better to be sure of the car you're going. Schedule your Alto and enjoy the road in our luxury vehicles.*

### Headline:

**ASPIRA ALTO**

*Aspire for higher*

### Custom Copy:

**La mejor forma de andar**

*The best way to go*

### CTA:

**DESCARGA YA**

*Download now*

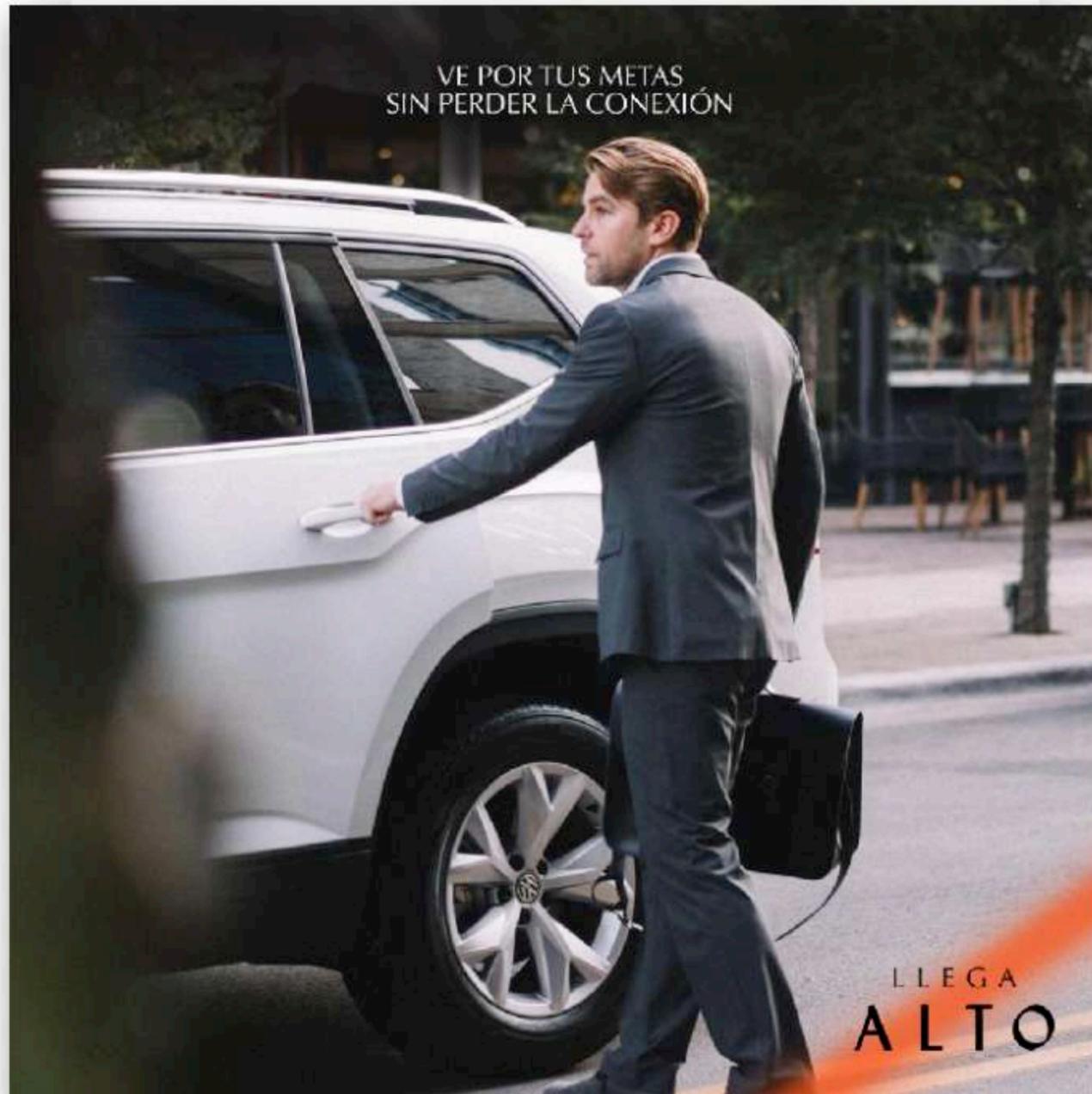
### RTB:

Security



Ridealto

Mientras llegas a tu destino, sigue conectado con tu camino al éxito. Aprovecha el Wifi de tu Alto y continúa en movimiento.



RIDEALTO.COM

ASPIRA ALTO

Lleva tu oficina a todas partes

DESCARGA YA

## SOCIAL MEDIA POSTS

### Image copy:

**Ve por tus metas sin perder la conexión. Llega Alto**

*Go for your goals without losing connection. Go higher.*

### Post copy:

**Mientras llegas a tu destino, sigue conectado con tu camino al éxito. Aprovecha el Wifi de tu Alto y continúa en movimiento.**

*While you get to your destiny stay connected with your path to success. Take advantage of your Alto's Wi-Fi and continue being on the move.*

### Headline:

**ASPIRA ALTO**

*Aspire for higher*

### Custom Copy:

**Lleva tu oficina a todas partes.**

*Take your office everywhere.*

### CTA:

**DESCARGA YA**

Download now

### RTB:

- Wifi