

NISSAN

CREATE A CAMPAIGN AROUND NISSAN'S
BREAKTHROUGH TECHNOLOGY WITH THE
NISSAN LEAF



WEBSITE

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NISSAN.CO.UK/LEAF

SOCIAL

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[@NISSANLEAFUK](https://www.facebook.com/NISSANLEAFUK)

[FACEBOOK.COM/NISSANLEAFUK](https://www.facebook.com/NISSANLEAFUK)

Background

Nissan Motor Co., Ltd., is Japan's second-largest automotive company. Operating with more than 248,000 employees globally, Nissan provided customers with more than 4.8 million vehicles in 2011. With a strong commitment to developing exciting and innovative products for all, Nissan delivers a comprehensive range of 64 models worldwide, and has become a pioneer in zero-emission mobility. Nissan have made history with the introduction of the Nissan LEAF, the first affordable, mass-market, 100%-electric vehicle. More than 32,000 units have been sold globally since its introduction in December 2010, making Nissan LEAF the worlds best selling 100% electric car.

LEAF is an acronym that stands for "Leading, Environmentally-friendly, Affordable, Family Car". Powered by an 80KW electric motor it charges from zero to 80% capacity in under 30 minutes, and has a real world range of up to 109 miles. Yet it is by no stretch of the imagination slow, having a top speed of 90 mph it exceeds all expectations. Winning both World and European Car of the Year in 2011, the Nissan LEAF is more aerodynamic than a Bugatti Veyron, a Ferrari Enzo and even a McLaren F1! In 2013 the car will be produced in the UK at the Sunderland factory.

The Creative Challenge

The problem is that Nissan LEAF is an amazing breakthrough in technology but not many people really know it.

The creative challenge is to make an audience that's in love with today's lifestyle technology feel the excitement of the fact that . . . Nissan LEAF Breaks the Technology Barrier

Nissan LEAF totally redefines what you can expect from a family car. Family sized yet with instant torque of a 2.6 litre V6, a drag co-efficient lower than a Bugatti Veyron, no tailpipe, zero emissions, grip tech cornering, the hush of a limo and 350 MPG equivalent efficiency. It is as far removed from a family car as an iPhone is from a phone box. It's a world redefining start to the new way of driving, it's The New Car.

Your campaign should show the consumer how the Nissan LEAF is relevant for their lifestyle demands today.

Target Audience

Our LEAF customers fall under the 'Technology Seekers' bracket. The 'Technology Seekers' group categorizes early adopters and technophiles; people who like to be leaders with new technology. They seek a car which reflects their lifestyle and interests (innovation, style, image and speed) 68% of LEAF customers are male, between the ages of 18-34, with a medium to high income. Consider who the target audience is in tailoring your work around what will both attract and appeal to their wants and needs. Remember that this audience is in love with technology like iPads and iPhones for the fun things you can do with them and it's this emotional connection we want to play with.

Creative Requirements

At Nissan we encourage, 'innovation that excites' therefore we would like to keep our brief very open. We are looking for our entrants to follow the Nissan traits to be 'bold, smart & accessible.' Consider all types of both new and traditional media across all channels. We want to reach as many people as possible with the LEAF campaign; whether that is through social media ideas, experiential events or indeed through the more traditional channel of press and outdoor digital. Think outside the box but feel free to use any form of media to spread the word about LEAF and get the UK 'all charged up' on the UK's first 100%-electric, electric vehicle.

Consider:

- How we are breaking the norm?
- What smart benefit are we delivering to the audience?
- What are we making more accessible to our audience? (How are we making the car more accessible and mainstream to our audience?)
- How will we excite the audience?
- How will we amplify the campaign message at the Innovation Station?

Mandatories

Please include the following on any piece of communication you create:

- A visual of the car
- The Nissan red tablet
- The tag line: 'The 100% Electric Nissan LEAF'
- The URL: www.nissan.co.uk/LEAF

Preparation

Suggested preparation would include visiting our website / facebook pages. Specific videos are available to you on: nissan.co.uk/thebigturnon. Visiting our Innovation Station at The O2 Arena would also offer greater insight into the product itself and is recommended. For more information visit - theo2.co.uk/inside/entertainment-avenue.html

Exhibition Opportunity

Nissan will be creating an opportunity for all talented entrants. Their work; if selected, will be displayed in the Innovation Station (at The O2) on view to the millions of people who visit the arena every year. As well as across our websites giving students' work maximum exposure.

Deliverables, Artwork and Additional Information

For guidance on how to submit your work, please adhere to the main deliverables information in the Student Awards section of the YCN website.

Any additional supporting information referenced in the brief can be found in the supporting project pack on the YCN website – www.ycn.org