

HONDA CR-V *presents*

THE SOCIAL ACTIVITY ☒ VEHICLE

- ☐ 1. TRAVEL TO EUROPE
- ☐ 2. RUN A MARATHON
- ☐ 3. GO SKY-DIVING
- ☐ 4. SEE THE NORTHERN LIGHTS
- ☐ 5. CROWD SURF



Our Leap List

FROM SPORT UTILITY VEHICLE TO SOCIAL ACTIVITY VEHICLE ✓

SUMMARY

Can a car tell you that life is worth living? The sport utility vehicle did for Boomers, back when muddy hoods and thick steel bumpers sent a signal that you weren't a washed-up suburbanite. But over time the category lost its aspiration as the SUV image moved away from the outdoors. CR-V wanted to bring it back, but we knew it had to be a new interpretation in order to appeal to the next generation of younger SUV buyers.

Leveraging a specific life stage and lifestyle of our target, we created a campaign centered around a term defined by their current ambitions, with CR-V as the catalyst. By encouraging and helping them go out and do things together, CR-V became a new symbol for the SUV: the Social Activity Vehicle. And in return, CR-V had its best January through May sales in the car's 15-year-history and reigned as the #1 SUV in America*.



*Source: Polk Insight 2012 Sales Data

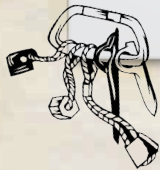
Our Leap List

IDENTIFY THE CHALLENGE

BACKGROUND



FOR LONE RANGERS



FOR MOM



FOR CITY VENTURERS



FOR PERFORMANCE BUFFS

CR-V was facing a few challenges: 1) CR-V had been cast with a bit of a boring practical image and 2) the aspirational rugged SUV image, a Boomer-created phenomenon, had become irrelevant and confused as the category expanded and diversified in the 2000s to appeal to soccer moms, upscale urban dwellers and performance buffs.

Our planning challenge was to create a new aspirational image for CR-V by finding a relevant connection to the next generation of younger SUV buyers.

*Photos of vehicles in competitive set.

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FRIEND OUR TARGET

METHOD



The new CR-V was designed for this new group of young buyers who were looking at SUVs for the first time. So what's the best way to get into their heads?

Many call it “conducting a social ethnography,” but, let's be honest, we did just what any young adult would do to get to know someone - we stalked them. We observed them in their own natural environment. Through friending and following selected focus group participants on Facebook, Twitter, and other portals, we made like a crazy ex-girlfriend and meticulously looked through their feeds and posts, searching for lifestyles, values, attitudes, expression, and engagement insights.

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RECOGNIZE A LIFE STAGE AND A LIFESTYLE

TARGET

After several weeks of profile digging, we found two key insights (and several things that we will leave unmentioned.)

Our first insight acknowledged a specific life stage. **Our target is on the cusp of transition.** Though they're aware of the babies and mortgages on the horizon, it's important that they don't miss the fun part of growing up; the part that includes new adventures, social gatherings, and living life to the fullest. Nevertheless, this transitional life stage is requiring them to start thinking about the long term. So while a two-seat sports car seems obviously impractical to them, a small SUV can enable them to go out and do a lot of stuff... and then eventually host a baby seat. (But let's not get ahead of ourselves.)

Our second insight recognized a specific lifestyle. **Our target sees themselves as instigators of social activity.** Given their current life stage, they care about maintaining social connections, but they put more emphasis on social *doing*. Because time is ticking and who knows if they'll be able to participate in a zombie pub crawl with a baby. These instigators never want to waste a weekend and wouldn't let their friends waste theirs either. They're the ones who will lead the company kickball team, plan a kick-ass three-day weekend, or gather the group to try the latest foodie trend. So their car needs to fit their social agenda, their friends, and their adventures – allowing them to be the social hub.



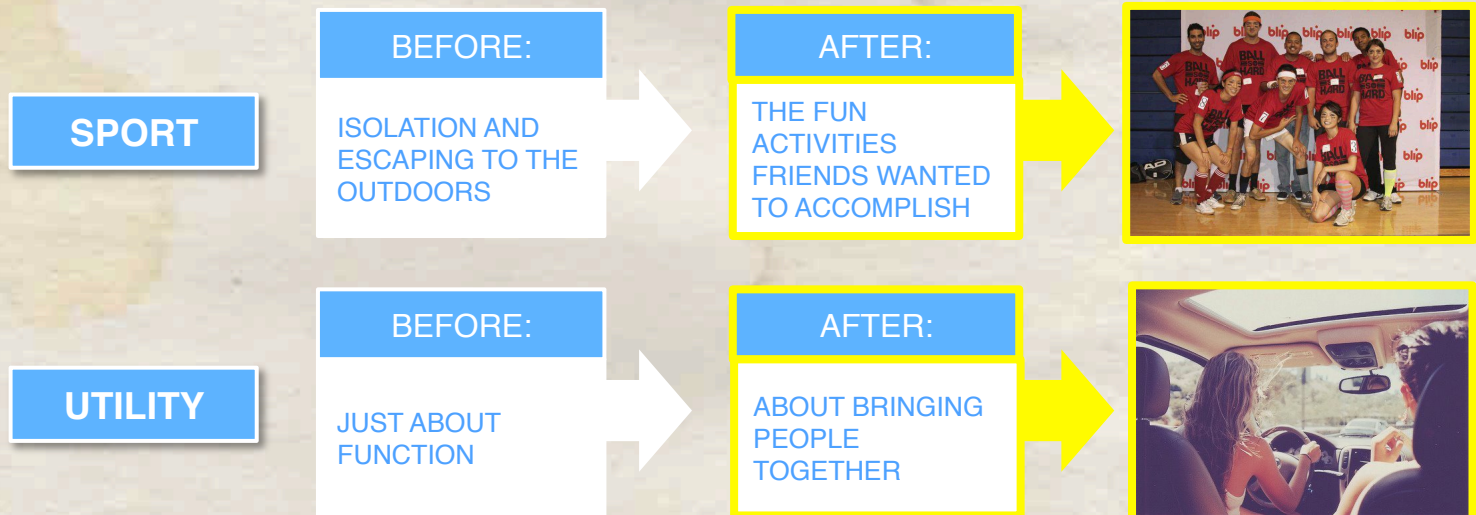
Our Leap List

SET A NEW SYMBOL FOR SUVs

STRATEGY

We knew that the new SUV image needed to come out of this active and social side of our target's transitional life stage.

So how could we define this new image for our Sport Utility Vehicle?



Our strategy:
CR-V needs to be the catalyst for social activity.

Our Leap List

MAKE A COOL TERM ✓

STAND FOR THAT COOL TERM ✓

BIG IDEA

= LEAP LIST =

Building on our insights, our creatives built a creative platform that hinged on getting our target to adopt an idea – Leap List. It stood for the fun adventures and activities you want to do before you make the leap into that next phase of your life.

However, we didn't just throw the term out into culture and expect it to get picked up. Instead, we orchestrated our campaign into three distinct phases: **1) seeding, 2) creating, and 3) doing.**

Our Leap List

VISIT NEW YORK ✓
MEET THE BACHELOR ✓

SEEDING

We kicked things off with introductory TV commercials that set up the idea behind the Leap List. Meanwhile, to show how Leap List works, we took over New York's Times Square, while interactive banner ads and print ads posted personal Leap Lists illustrated in "photojournal meets scrapbook" style. To seed the idea more organically into culture, we even got ABC's *The Bachelor* and his lovely ladies to hop into the new CR-V in a "leap list" episode.



*I heart New York
...and floppy hair.*



The
BACHELOR

Our Leap List

COMPETE IN THE BIG GAME

SEEDING

In the spirit of the campaign, we thought we'd do a CR-V first – compete in the Super Bowl! Nobody embodies living life while you still can better than the iconic 80's high school ditcher. So our spot "Matthew's Day Off" reimagines a present-day Matthew Broderick as he decides to play hooky from work, but this time cruising around in his CR-V. We love the 80's icon, but amid the vampires and lingerie models that make up football advertising, we knew we needed to reintroduce him to America in a totally different way.

"HONDA WON THE SUPER BOWL BEFORE THE SUPER BOWL BEGAN" - AD AGE



4
MILLION
Views in just
3 days

We leaked a 10-sec. teaser with the date of the Big Game and just one iconic line from the movie.

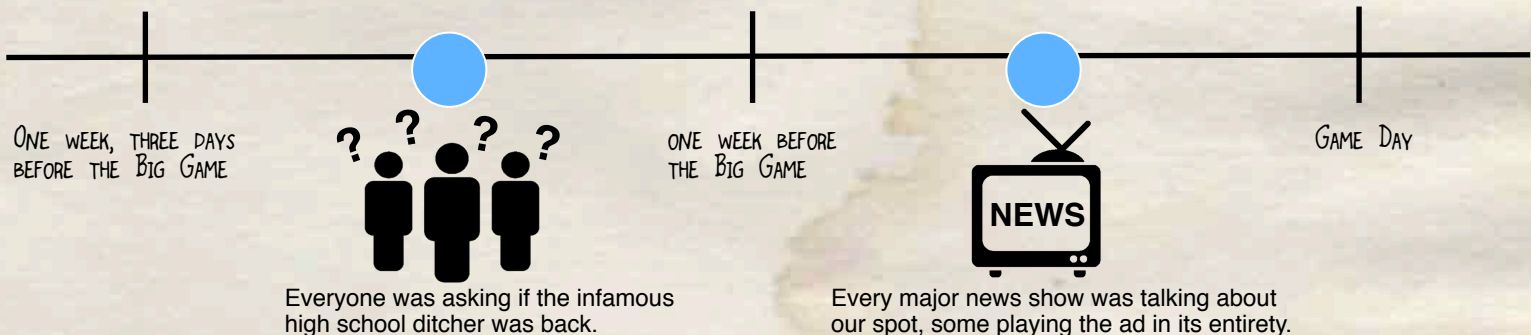


23
MILLION
Views

We created a 2.5-minute video filled with "Easter Eggs" (e.g., costumes, props) from the original film that would live online.



We were #1 in online views, ROI, and shares on Twitter and Facebook.



Our Leap List

HELP OTHERS CREATE THEIR LISTS ✓
GET THEM OFF THE COMPUTER ✓

CREATING

DOING



With all our seeding efforts leading to our Leap List website, our campaign really became a facilitator of social activity rather than an advertising message. Our online community became the place to create personal Leap Lists, share progress with friends and comment via Facebook. Meanwhile, our site seamlessly wove in information about how the CR-V can help them complete their lists.



We saw that the Leap List idea had caught on with consumers on Pinterest, where hundreds of people had created "Leap List" pin boards all their own. We quickly jumped on the opportunity to help facilitate our target and their aspirations. Singling out active Pinterest users, we handed them \$500 to indulge in a "Pintermission." We encouraged them to get off their computers and start crossing off items on their lists.

Our Leap List

A NEW IMAGE FOR A NEW GENERATION



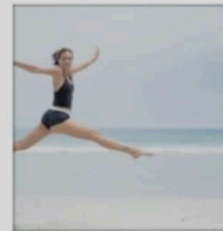
Leap List took off. We sparked conversation, especially with the help of the Super Bowl, and became a part of culture. “What is a leap list?” “I’m going to make one!” “Have you made yours yet?” “Let’s do this together!” People started blogging their lists and tweeting the term. The conversation led to high engagement with the brand as people turned to the CR-V to help them make their lists. And in the end, CR-V had its best sales months ever.

But ultimately, CR-V successfully connected with this new generation by crafting a new image for the SUV category, creating a community of like-minded social adventurers and enabling them to live their dreams while they still can.

HOW DID WE DO?

My “Big O” Leap List

Posted by Kim Bettie on Jan 27, 2012 in Features | 0 comments



I have to say when I first heard of a “Leap List” I jumped for joy. I love to set goals, make lists and check my accomplishments off, one by one. So when Honda came up with the concept, I thought it was revolutionary. With so many people turned off by failed New Year Resolutions, it made perfect sense to create something fun and new. I only wish I thought of it myself (smile).

The idea behind the “Leap List” is to think of an important milestone and make a list of 10 things you want to do before taking “your next big leap in life.” Some people make a list of things they want to do before getting married, before their kids grow up...you get the picture. I personally like to think of the “Leap List” as a set of goals that propels you from where you are to where you want to be. I like the fact that you are challenged to think of 10 things you want to accomplish. While I was making my list, I was amazed at how quickly I got to number six and seven, but got stumped after that and had to really think hard about other experiences I wanted for my life.

The hardest part for me was to think of the next milestone I wanted to aim for. And yes, I admit, publicly declaring all my hopes and dreams wasn’t easy either. I decided on an undisclosed (smile) birthday that includes a “zero” and then began to think about what I hoped to do before I hit that “Big O”.

Here are some items on my “Big O” Leap List:

- Be swept off my feet and get married (again)
- Travel on a regular basis to visit my best friends
- Finally get what I call “Janet Jackson” Abs
- Work my business plan so it generates 7 figures
- Be the host of a successful TV Show

Check out the rest of [my leap list](#) and make one of your own. By the way, doesn’t hurt that Honda is giving away a car to a lucky “Leap Lister”. So, why not get started writing your “Leap List” today!



Our Leap List

BECOME A PART OF CULTURE

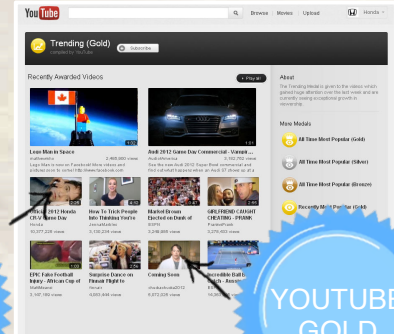
SPARK CONVERSATION

RESULTS

Here are some things that happened that we think are pretty cool...

CAFE PRESS T-SHIRT

DURING WEEK LEADING TO SUPER BOWL



Our Leap List

CREATE BRAND ENGAGEMENT ✓

BE #1 SELLING SUV IN AMERICA ✓

RESULTS

Here's how Leap List did:

4.3 MILLION

TOTAL LEAP LIST
HUB VISITS

Here's what it did for CR-V:

4.7 MILLION

↑ 87%

TOTAL CR-V MODEL
SECTION VISITS

1.3 MILLION

↑ 73%

TOTAL BUILD &
PRICES

621,913

↑ 246%

TOTAL DEMO
TOUR VISITS

* % Increase - Compared to Jan – June 2011 data



CR-V had its best January, February, March, April and May sales in the car's 15-year history, and **reigned as #1 selling SUV.**