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Nissan

Nissan Juke - Stay awake



Information

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Information

This Autumn Nissan will launch a new car which is distinctive and different. The JUKE, the newest addition to the already successful Nissan crossover family, combines SUV toughness and sporty style.

JUKE is a small car with a lot of attitude and the bold and striking design will inject some masculinity and dynamism into the small car market, something that Nissan's research shows that small car buyers believe is lacking at the moment in the category.

The story started in June when Nissan Juke was introduced as Nissan Qashqai's mischievous little brother in a campaign running across Europe on TV, in premium men's print titles and on line. Nissan Juke a car that revolutionizes the B-segment category by injecting masculinity and attitude into what is generally very feminine. The pre launch campaign has so far been successful with pre orders of 22,500.

Now it is time for Nissan Juke to step out of the shadows of its brother with the full launch.

The dynamic design of this small crossover inspired creatives from TBWA\ who leveraged its outstanding look to make it a car with 'Infectious Energy', i.e. a car that energizes everything around it. Similar to its target - young men between 25 & 35 y.o. " Nissan Juke likes to live at night in an urban environment and has a lot of pent up energy.

Bruno Mattucci, Marketing Communication General Manager, Nissan Europe commented:

'The Crossover category is a key area of focus for Nissan, and 3 years after Nissan Qashqai launch we are hopeful that Nissan Juke will give consumers another good reason to look more closely at this segment. Our objective through this car is also to appeal to a new target for Nissan, younger & more masculine and to reinforce the perception that Nissan is innovative in its vision of the car market and thanks to TBWA\ disruptive in terms of how we communicate this to consumers'.

Ewan Veitch, European Managing Director, TBWA\G1, commented:

' This new launch was a great challenge for TBWA\ Not only did we have to give to this car a personality as unique as its design but also we had to add another dimension to our Crossover communications platform: Urbanproof. Whereas Nissan Qashqai masters the Urbanproof territory, Nissan Juke is now here to energize it, to mix it up a little. Our goal was also to disrupt the perception of B segment

Credits

Advertising Agency: TBWA\G1, TBWA\Paris, France

Creative directors: Eric Holden, Alasdair MacGregor, Rémi Noël

Creative team: Adam Kennedy, Brandon Rochon

TV Producer: Guillaume Faurel

Account Management: Ewan Veitch, Celine Duval, Céline Eude

Production company: Director: Philippe André / Wanda FX: Mikros

Music: "Twinkle Twinkle" performed by Fredrika Stahl

Producer: SONY MUSIC France

Executive Producer: \Eise

Publisher: SONY ATV France

J'aime

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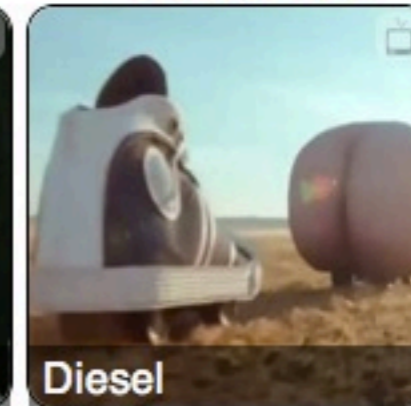
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Alasdhair McGregor, European Creative Director, TBWA\G1, commented:

'Our aim was to create a campaign as outstanding as the car itself. We did this by not only working on the codes of classic car advertising but by introducing elements and personalities that are as original and as appealing as the car itself. Philippe André's direction brought a lot to the commercial as well as the soundtrack, which - as often happens in the best commercials - lifts the images to a whole new level. This is going to be a benchmark for advertising in the B- segment and will certainly make the car a massive hit throughout Europe.'

This new campaign created and orchestrated by TBWA\ will be deployed as of mid September across Europe in about 25 countries through the following assets:

- A making-of used online allow viewers to have a sneak peak of the Juke ad to come while not revealing its full magic.
- A 10' teaser will also be used online as of September 6th and on TV creating intrigue about the mysterious energetic power of the car
- A visually striking and highly entertaining TVC created by TBWA\G1 and TBWA\Paris.
- shot in Berlin by Philippe André with the new high definition Alexa camera™ with a fresh and edgy soundtrack sung by the upcoming Swedish artist Frederika Stahl . This contrast creates an outstanding piece of work that will certainly impact European viewers and give the Nissan brand a whole new perception in the minds of the consumers.
- 10' TV films will also run to re energize the campaign & maintain momentum between 2 media bursts
- A print campaign made of 3 visuals shot by photographer Sven Glage. Each visual features a different car angle and show how the car energy has infected urban posters ripping them off to reveal some curious visual associations
- An exploration module on Nissan website developed by Digitas leverages the concept and music universe of the TVC and allow viewers to explore the car main features in a very entertaining and energetic manner
- Up to the dealers where Juke has also energized the retail experience.

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