

Problem/Situation: To create a 2 page newspaper spread that promoted the Honda brand by tying it to Honda cars racing in the Molson Indy in Vancouver.

Solution: Honda has a line-up of vehicles that have very clear attributes which are matched with audience desires for each model. For instance, the Odyssey is known for safety, the Accord for style, the CRV for storage and good urban mileage and ease of parking, the Pilot for power, the Insight for hybrid fuel alternative. I was required to study Honda research extensively to be sure anything I wrote was strategically "inside the box". Because Honda, though the Indy and other races, pushes its cars to the limits, this extreme is used as the benchmark for the engineering it then uses throughout its lineup. I wrote the headline *Now it's your turn. Drive Home the Lessons They learned.* The purpose was to encourage the readers to take action (*drive on home from the lot*) and convince them that each Honda carries within it the DNA of the racing car. I worked on the layout with Steve Robinson of Harfield Associates Marketing to create the two newspaper spread.

Result: At the time Honda sales continued to lead the field locally & nationally and the elevation of the brand to align with the Indy racing assisted the promotion of value over price, a Honda long term positioning.

Honda always races to win. But winning is not the real reason Honda goes racing. Rather, this pressure-packed cauldron of activity gives them the chance to put their engineering concepts to the ultimate test. To find out, under the most stressful, punishing conditions, whether their ideas truly hold up. And whether, in the final analysis, they are worthy of a place in your parking spot. Because to Honda, the real prize to be earned from racing isn't a trophy; it's your confidence. That is where races are truly won.

Now it's your turn

Drive home the lessons they learned

From breathtaking...

S2000

120 horsepower per litre. Instead of engine output that not only stunned the world, but also earned the S2000 its rightful place among the world's most exciting roadsters. With a redline of 6000 rpm, driving it is a thrill. It's the very best of Honda's race-fueled technology in a real legal machine. The focus of car and driver that they share for is why Honda is our lineup.

ACCORD
THE BENCHMARK FOR ALL OTHERS
ACCORD SEDAN

CR-V
THE LEADER OF ITS CLASS

To brilliant.

INSIGHT

60 miles per gallon? Below 1. The all-new Honda Insight is the latest demonstration of Honda's ability to combine performance with a deep commitment to environmental responsibility. Not only North America's first ever hybrid gasoline-electric vehicle, but also winner of the first award for Excellence in Environmental Engineering bestowed by the Sierra Club. A powerful example of the imagination and know-how that fuels every Honda.

ODYSSEY
THE DEFINITIVE MINIVAN

PRELUDE
THE QUINTESSENTIAL SPORTS COUPE

Civic
THE ESSENCE OF VALUE
CIVIC SEDAN

Civic
THE SPORTY CHOICE
CIVIC COUPE

ACCORD
THE EMBODIMENT OF STYLE
ACCORD COUPE

Civic
THE DEFINITION OF FUN
CIVIC HATCHBACK

2001 Honda Civic Hatchback

HONDA
Best. Wins. Guaranteed.