

## SENSORY SHOWCASE



### SEAT - UK

Agency: Geronimo

**Creative challenge:** To mark the launch of its high performance 240PS Leon Cupra, a car born on the racetrack that excels on the road, SEAT wanted to attract male prospects aged 24 to 35.

**Creative solution:** The concept was to project a magnetic image of engine power, dynamic design and serious thrills. The Cupra epitomised 'Poetry in Motion'. This became the tag line and the campaign was launched with a direct mail pack that popped through consumers' letterboxes along with an enhanced CD. This offered the prospect the opportunity to hear, see and enjoy first-hand the unique SEAT Leon Cupra experience. The disc highlights the many features of the car and includes an audio track giving a sneak preview of the distinctive engine sound. The DM campaign was enriched by a drive-through to [www.cuprapoetry.co.uk](http://www.cuprapoetry.co.uk), where visitors could log their personalised code and unlock access to exclusive galleries, videos and downloads from desktop to mobile. Both the microsite and the CD had details of a prize draw to win a day at a racetrack. The digital campaign also featured across car fanzines and blogs, advertising on automotive and lifestyle websites, and teaser videos on YouTube.



### TIGER BEER - NEW ZEALAND

Agency: Saatchi & Saatchi

**Creative challenge:** Tiger beer wanted to expand its market, and attract urban beer drinkers, mainly professional men aged between 24 and 30.

**Creative solution:** Witty ads for beer have always proved a hit, but this integrated campaign took humour to another level. Using a range of media, including a viral commercial and 'table talker' cards, the 'Taste it in this life' campaign is based on the idea that people will do anything to drink a Tiger beer. The viral shows a Chinese man who is trying to cross a busy road to get a Tiger, and is hit by a truck. In his mission to get the beer he goes through incarnations as a bird and a

fish, killing himself at each turn when he realizes that he cannot drink the beer in that life. When he eventually re-emerges as a young man, he gets his hands on the beer, only to be crushed by a giant panda before he can open the can. This 'table talker' card was printed using sophisticated lenticular technology, which offers multiple 3D views on a single flat surface. The card creates an optical illusion, giving the viewer morphing images of the man, fish and panda, echoing the reincarnation theme. The agency worked with MotionPrinting specialists Outer Aspect to design the cards. Compared with standard conventional printing methods, MotionPrint offered greater opportunities to exploit the creative.