

HONDA REDLINE



Challenge

Deliver groundbreaking launch of the new Honda

Forge a closer relationship with the audience

Data capture

Solution

We built the Honda advocacy platform, where users were encouraged to show how “Redline” they were by rewarding them with points to unlock exclusive Type R content.

With options to click through and book a test drive and information on the new Type R, the campaign was a resounding success for Honda, allowing them to identify new super advocates along the way.



200,000+
PAGE VIEWS FROM
60,000 USERS

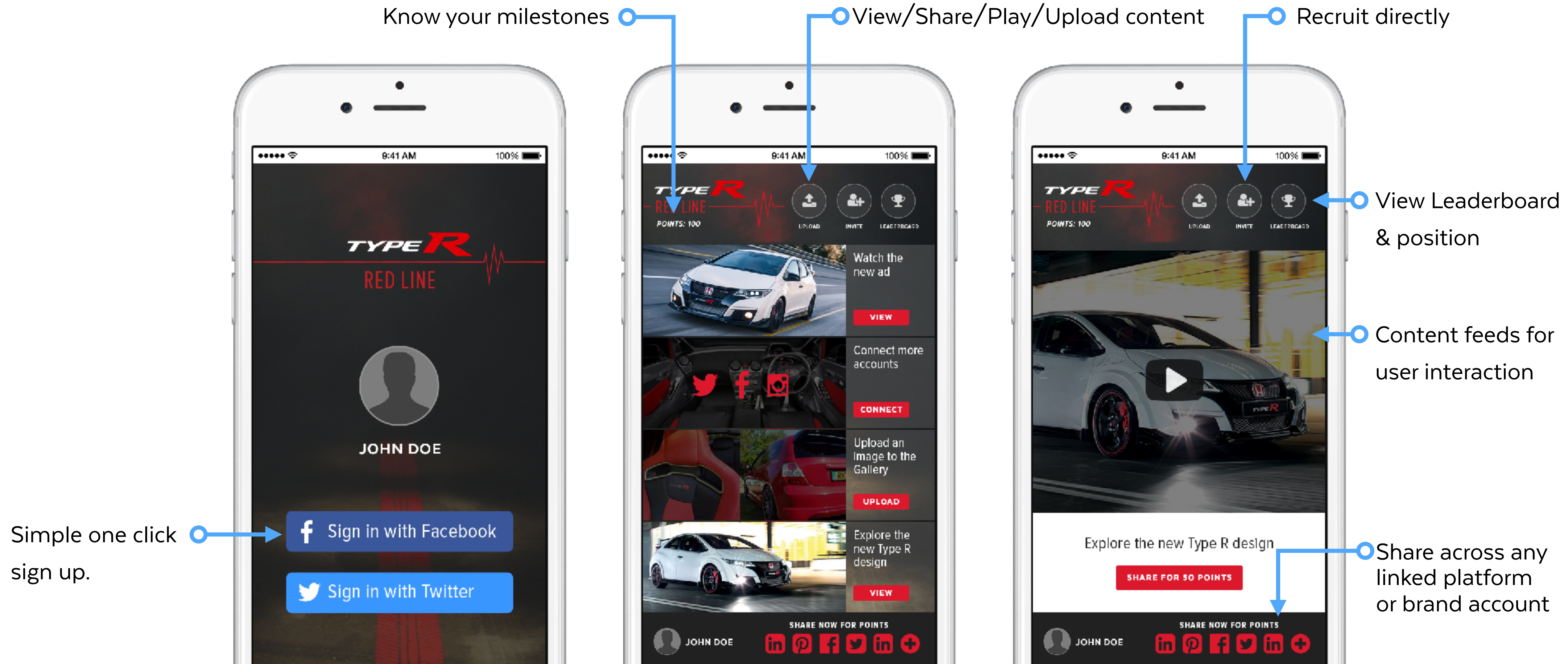


44.2M
IMPRESSIONS IN 5
WEEKS



38,000+
UNIQUE PIECES OF
FAN CONTENT

How it worked for Honda



How it worked for Honda

