

# HONDA NM4 VULTUS

## Challenge

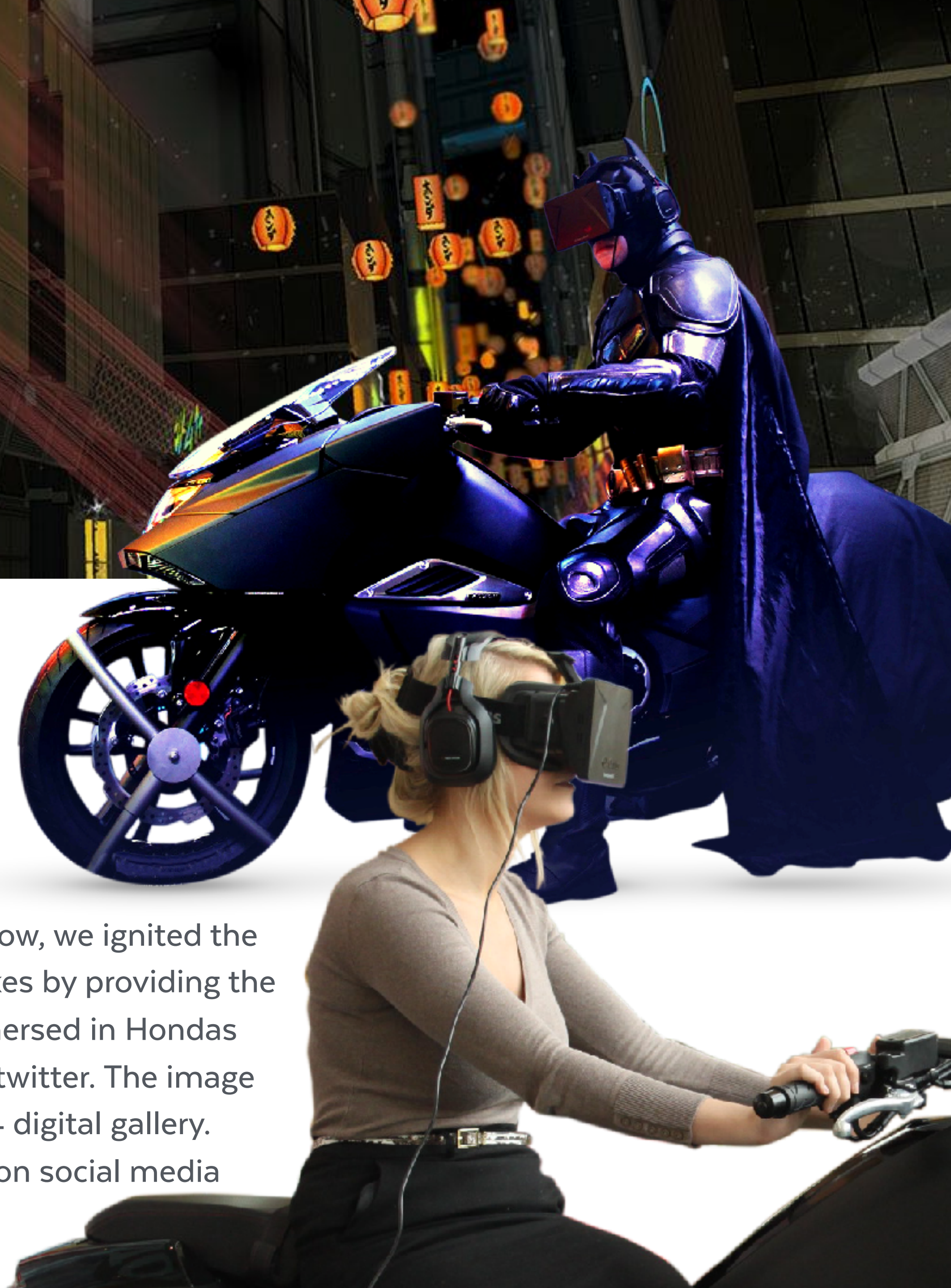
Introduce Honda Vultus to the millennial market

Create a meaningful experience

Data Capture

## Solution

To make Hondas futuristic bike the Vultus the star of the show, we ignited the relationship between Japanese design and Honda motorbikes by providing the Visual Voice platform to enhance the experience. Once immersed in Hondas Neo Tokyo, the experience was personalised by interlinking twitter. The image taken was tweeted, e-mailed and placed on the Vultus NM4 digital gallery. From the gallery, the audience could share their experience on social media creating reach and amplification beyond Comic Con.



Awarded two  
DMA Awards  
2014 for  
Best Experiential



£150K+  
Direct ROI



10%+  
of the entire Comic  
Con conversation