



a breed apart.

**CONVINCING OUR TARGET AUDIENCES OF HONDA'S STANDOUT QUALITIES.
CREATIVE STRATEGY, THOUGHTS AND CREATIVE PROPOSALS.**

17.3.2021



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brief. objectives. target audiences.

BRIEF

HELP HONDA BECOME A TOP PLAYER IN THE KUWAITI MARKET

INCREASE MARKET SHARE

INCREASE YOUTH PENETRATION

BOOST BRAND EQUITY

SHIFT METAL DURING RAMADAN

PRIMARY TARGET AUDIENCES

KUWAITIS
(FOCUS ON THE LOCAL YOUTH)

TARGET

SECONDARY TARGET AUDIENCES

EXPATS
(MAINLY ARAB EXPATS)

CURRENT

Kuwaiti

Male
(60%)

Sports, hanging out with friends & colleagues

30-50 yo

Educated

Married
(70%)

Active on SoM

3 kids

Works in government/bank/own business

Actively seek advice from salesperson

Search online / buy physically (often after test drive)

Appreciate honesty

Key purchase decision drivers:

- Brand
- Status
- Relationship with salesperson
- Quality of product
- Extra features
- Opinion of 3rd person present during transaction

Honda buyers: fairly loyal / high probability for repeat purchase

Repeat purchase decision drivers:

- Durability of product
- After sales service
- Established trust with Alghanim
- Established trust with Honda
- High resale value

TARGET



CURRENT



Kuwaiti

Female
(40%)

Taking care of the family, cooking & hanging out with friends, shopping, watching series on Netflix/Hulu etc

30-50 yo

Educated

Married
(90%)

Active on SoM

3 kids

Actively seek advice from salesperson

Housemaker or works in government/bank/school

Appreciate honesty

"I stick with the brand I know"

Honda buyers: fairly loyal / high probability for repeat purchase

Repeat purchase decision drivers:

Key purchase decision drivers:

- Durability of product
- After sales service
- Reliable family cars
- Spacious, easy to get around
- Established trust with Alghanim
- Established trust with Honda

- Brand
- Quality of product
- Opinion of 3rd person present during transaction

TARGET

DESIRED

Kuwaiti

Sports, gaming, shopping, hanging out

Educated

Very Active on SoM

Male/Female (60%-40%)

20-30 yo

Unmarried

Studies in college or first job

TARGET

Appreciate directness

Purchase decision influenced by:

- Brand's online presence
- Brand's conversational capital on SoM
- How instagrammable is the car
- What friends say

Key purchase decision drivers:

- Brand
- Status/coolness
- Extra features
- High resale value

Into brands that stand for something important (Diesel, Vans, Apple, Under Armour)



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problems to solve.

WHAT STANDS BETWEEN US AND OUR
TARGET AUDIENCES

PROBLEMS

JAPANESE, KOREAN, EUROPEAN & US
COMPETITION WITH NEW INCOMING
MODELS IN 2021

PROBLEMS

WHAT STANDS BETWEEN US AND OUR
TARGET AUDIENCES

AND CHINESE CARS
(GEELY, JAC, etc)

Cheap Loaded with extra features

CHINESE CARS IN KUWAIT

CUT-RATE

SHOWY

DISPOSABLE

PROBLEMS

CHINESE CARS IN KUWAIT

DRAGGING HONDA TO AN ENDURING PRICE/OFFER WAR

PROBLEMS

CHINESE CARS IN KUWAIT

THEIR GAME

PROBLEMS

CHINESE CARS IN KUWAIT

NOT OURS

PROBLEMS

CHINESE CARS IN KUWAIT

A GAME SUITED TO FACELESS PRODUCTS

PROBLEMS

CHINESE CARS IN KUWAIT

NOT BRANDS WITH A SOUL AND A BEATING HEART

PROBLEMS



3

proposed solution.

RIDDLE ME

HOW CAN A BUNCH OF NO-BRANDS BE A THREAT TO ONE OF THE BRIGHTEST STARS OF THE GLOBAL AUTOMOTIVE BRAND STARDOM, HONDA?

THIS

RIDDLE ME

WHY DO WE STAND FOR IT?

THIS

ANY DAMN FOOL
CAN PUT ON A DEAL
BUT IT TAKES GENIUS, FAITH AND
PERSEVERANCE
TO BUILD A BRAND

DAVID OGILVY

for decades there have been two iconic Japanese auto companies.



the other one is Toyota.

Jeffery Rothfeder,
Driving Honda: Inside The Worlds Most Innovative Car Company

PEOPLE DO NOT BUY CARS



PEOPLE BUY EMOTIONS

f d c t

PEOPLE DO NOT BUY CARS



PEOPLE BUY **RELATIONSHIPS**

PEOPLE DO NOT BUY CARS



PEOPLE BUY DREAMS

PEOPLE DO NOT BUY CARS



PEOPLE BUY **STORIES**

BRAND'S BUILDING BLOCKS

EMOTIONS RELATIONSHIPS DREAMS STORIES

OUR SOLUTION

HONDA'S BUILDING BLOCKS

EMOTIONS RELATIONSHIPS DREAMS STORIES

HONDA'S SUCCESS RECIPE

1

EXPLOIT THE RICH POTENTIAL OF THE BRAND
TO BUILD A LASTING RELATIONSHIP WITH THE LOCAL AUDIENCES

HONDA'S SUCCESS RECIPE

2

EXPLOIT THE RICH POTENTIAL OF THE BRAND
TO JUSTIFY THE PRICE PREMIUM OF OUR CARS

HONDA'S SUCCESS RECIPE

3

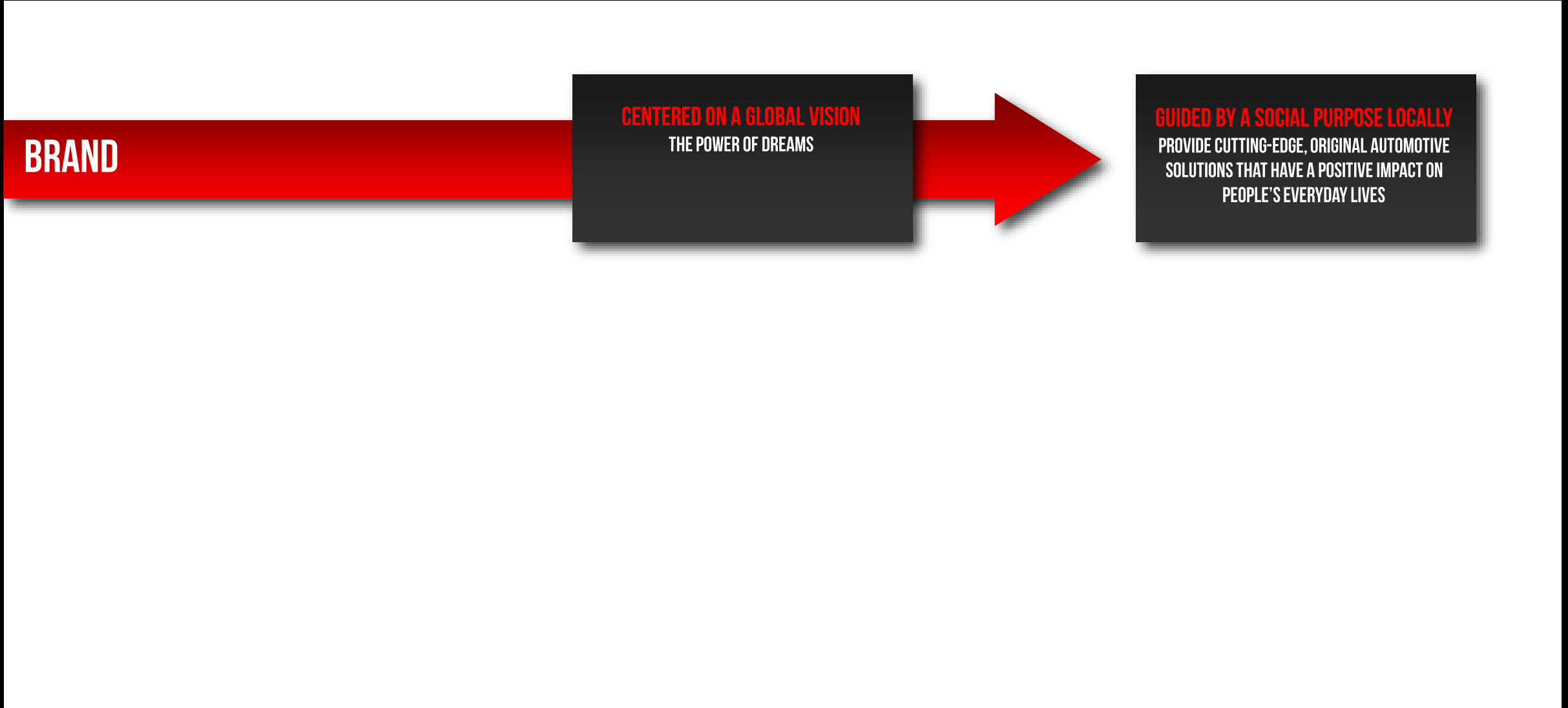
EXPLOIT THE RICH POTENTIAL OF THE BRAND
TO CEMENT THE RELATIONSHIP WITH EXISTING CUSTOMERS AND
ENCOURAGE REPEAT PURCHASES

HONDA'S SUCCESS RECIPE

4

EXPLOIT THE RICH POTENTIAL OF THE BRAND
TO INCREASE PENETRATION IN THE LOCAL YOUTH

HOW DO WE HELP HONDA STAND OUT IN KUWAIT?

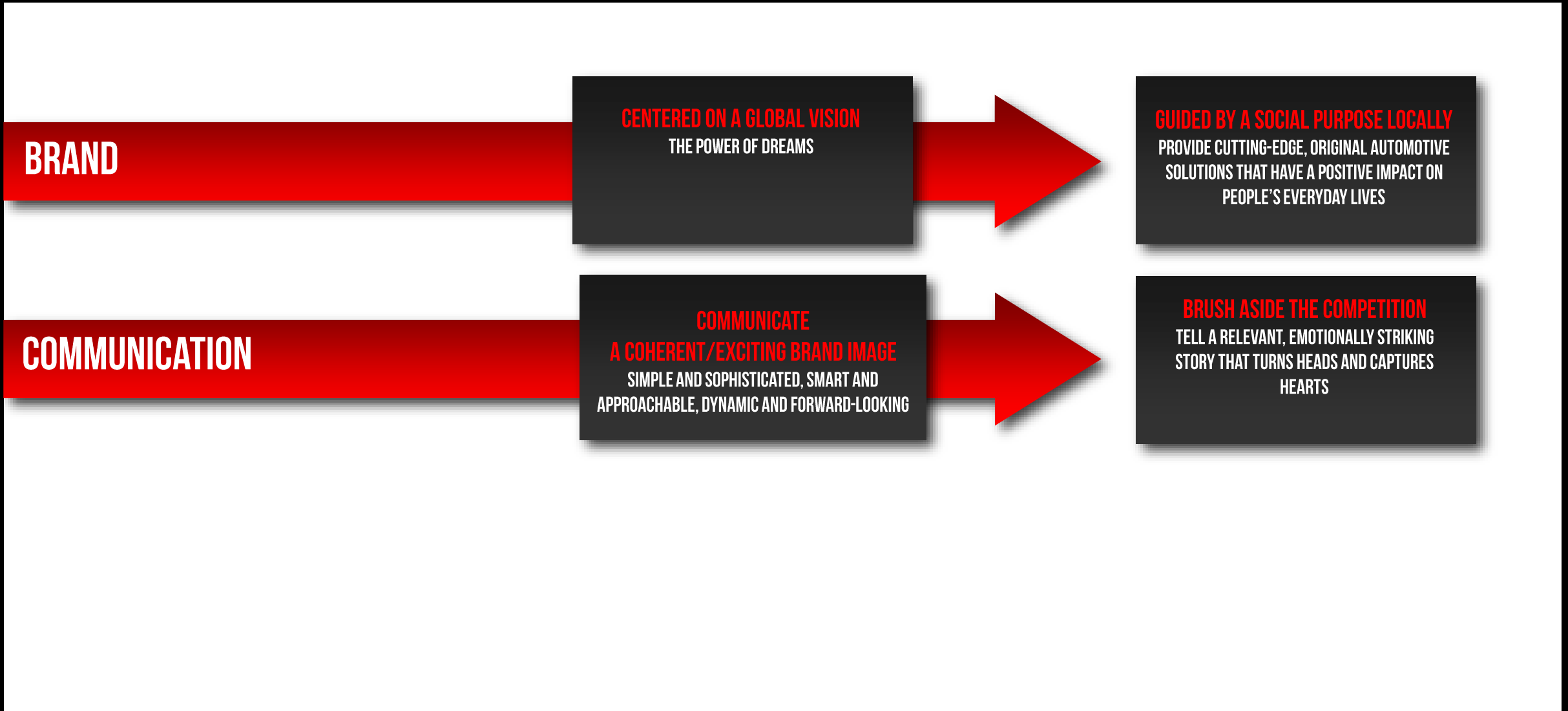


BRAND

CENTERED ON A GLOBAL VISION
THE POWER OF DREAMS

GUIDED BY A SOCIAL PURPOSE LOCALLY
PROVIDE CUTTING-EDGE, ORIGINAL AUTOMOTIVE
SOLUTIONS THAT HAVE A POSITIVE IMPACT ON
PEOPLE'S EVERYDAY LIVES

HOW DO WE HELP HONDA STAND OUT IN KUWAIT?



BRAND

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COMMUNICATION

COMMUNICATE
A COHERENT/EXCITING BRAND IMAGE
SIMPLE AND SOPHISTICATED, SMART AND APPROACHABLE, DYNAMIC AND FORWARD-LOOKING

BRUSH ASIDE THE COMPETITION
TELL A RELEVANT, EMOTIONALLY STRIKING STORY THAT TURNS HEADS AND CAPTURES HEARTS

HOW DO WE HELP HONDA STAND OUT IN KUWAIT?



4

our brand story.

STORY TIME

SO WHAT IS THE STORY WE WANT TO INSPIRE OUR TARGET AUDIENCES WITH?

STORY TIME

WHAT IS THE STORY THAT WILL BRUSH AWAY THE COMPETITION?

STORY TIME

WHAT IS THE STORY THAT WILL TURN HEADS, CAPTURE HEARTS AND INCREASE FOOTFALL IN THE SHOWROOMS*?

STORY TIME

WHAT IS THE STORY THAT WILL PUT HONDA ON ITS RIGHTFUL PEDESTAL IN KUWAIT?

HONDA: A STORY LIKE NO OTHER

FOR DECADES HONDA HAS BEEN POWERING OUR DREAMS AND
MOVING THE WORLD

HONDA: A STORY LIKE NO OTHER

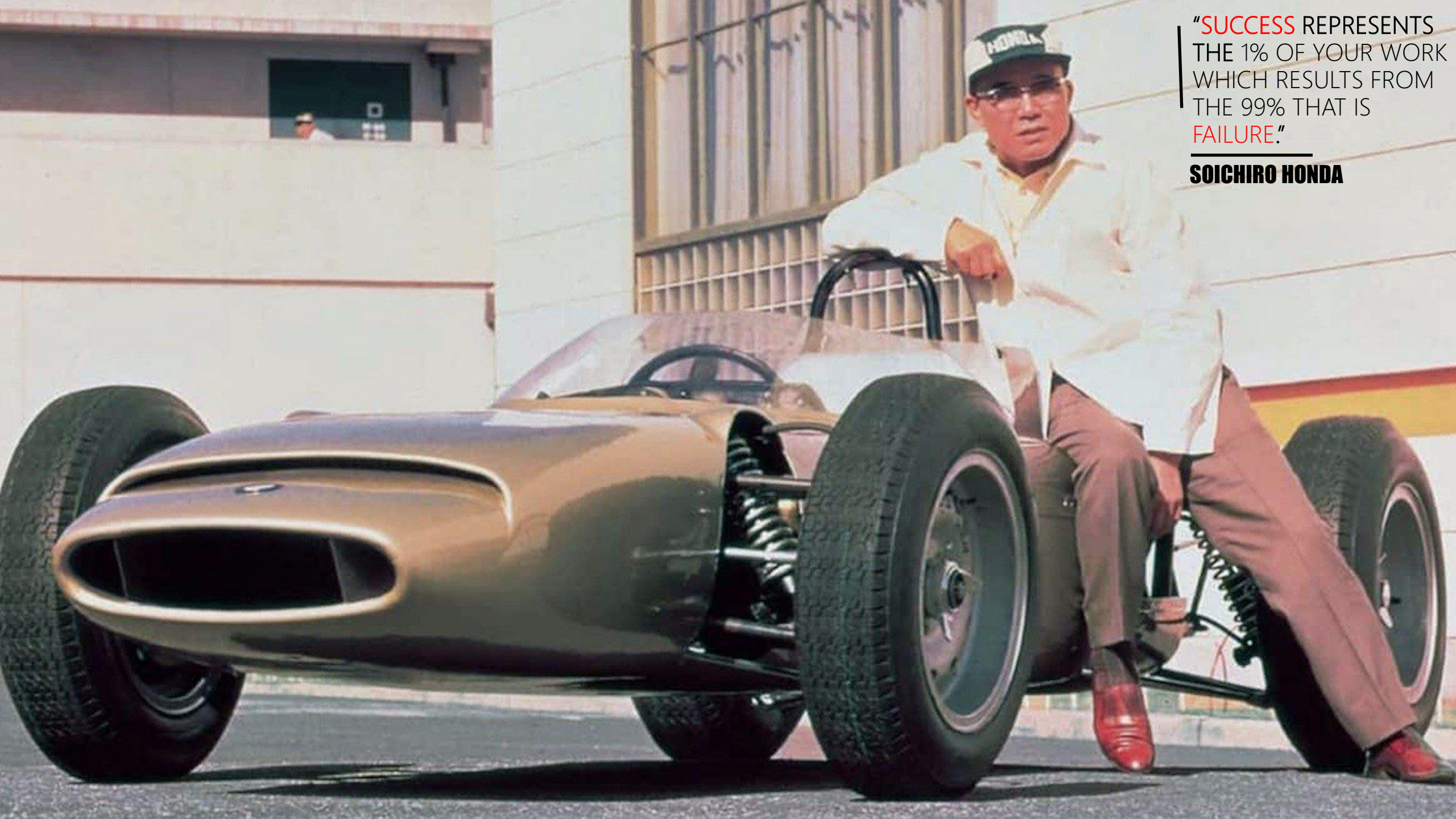
A COMPANY OF MOVERS AND SHAKERS THAT REFUSED TO STAY ON THE
BEATEN TRACK

HONDA: A STORY LIKE NO OTHER

CURIOUS MINDS THAT EXPLORE THE DEPTHS OF HUMAN INGENUITY
TO BRING TO THE WORLD UNHEARD-OF SOLUTIONS

HONDA: A STORY LIKE NO OTHER

DARING EXPLORERS THAT BRAVED FAILURE
TO REACH UNTOLD REACHES OF SUCCESS



"SUCCESS REPRESENTS
THE 1% OF YOUR WORK
WHICH RESULTS FROM
THE 99% THAT IS
FAILURE."

SOICHIRO HONDA

HONDA: A STORY LIKE NO OTHER

WHEN OTHER CAR COMPANIES THRIVED ON AGE-OLD RECIPES AND TRUSTED – BUT TIRED- FORMULAS

HONDA: A STORY LIKE NO OTHER

HONDA TOOK ON EVERY AUTOMOTIVE CHALLENGE FROM AN
UNEXPECTED ANGLE

HONDA: A STORY LIKE NO OTHER

TO ACHIEVE MORE EFFICIENCY AND ENGINEERING QUALITY, TO
ADVANCE AUTOMOTIVE THINKING, TO GIVE ITS CUSTOMERS WHAT
THEY DESERVED




"WE ONLY HAVE ONE
FUTURE AND IT WILL BE
MADE OF OUR DREAMS
IF WE HAVE THE
COURAGE TO
CHALLENGE
CONVENTION."

SOICHIRO HONDA

HONDA: A STORY LIKE NO OTHER

THROUGH CHALLENGING EVERY POSSIBLE AUTOMOTIVE
CONVENTION, HONDA CHANGED THE WORLD TIME AND AGAIN.

A close-up, low-angle shot of a Honda car's front grille. The central Honda logo is prominently displayed, surrounded by a chrome grille. Several bright blue LED lights are positioned around the logo, creating a glowing effect. The background is dark and out of focus, showing some blurred lights and the car's body panels.

1st car with 4-wheel
steering sold in the US
(Honda Prelude, 1988)

1st hydrogen car
(FCX Clarity, 2008)

VTEC engine

World record for low fuel consumption
(Honda Insight, 1999)

Honda Magic Seats
(Honda Jazz, 2001)

HONDA: A STORY LIKE NO OTHER

REBELS WITH A CAUSE

HONDA: A STORY LIKE NO OTHER

QUESTIONING

HONDA: A STORY LIKE NO OTHER | CHALLENGING

HONDA: A STORY LIKE NO OTHER

CHALLENGING THE WORLD AND THEMSELVES

HONDA: A STORY LIKE NO OTHER

NEVER RESTING ON THEIR LAURELS.
ALWAYS REACHING FOR THE STARS.

STRIVING FOR THE UNATTAINABLE DREAM OF PERFECTION.

HONDA: A STORY LIKE NO OTHER

THAT IS WHAT KEEPS HONDA GOING. THAT IS WHAT HONDA'S DREAMS ARE MADE OF: CHALLENGING CONVENTION TO IMPROVE THEMSELVES, THEIR PRODUCTS, THE WORLD.

THE PEOPLE WHO ARE CRAZY
ENOUGH TO THINK THEY CAN
CHANGE THE WORLD ARE THE
ONES WHO DO.

STEVE JOBS



A close-up, low-angle shot of the front of a red sports car, likely a Mazda Miata, in a dark environment. The car's headlight is illuminated, and the Mazda logo is visible on the front fender. The car is parked on a light-colored concrete surface.

the strategic platform.

Honda makes cars for the hard to please. To that end, we challenge every automotive convention to improve your life. We turn every established knowledge on its head – for us nothing is “holy scripture”, nothing is writ in stone.

When others zig we zag, so that when you’re in one of our cars you’ll instantly know that it was built as an answer to your needs.

Wisely UNCONVENTIONAL

Our cars are made by talented visionaries with probing minds for demanding people with a thirst for life.

That is why our cars feel so alive, so natural, so intuitive, so “one with you”, so close to what the most discriminating of you really need:

they are the answers to merciless and constant questioning;
they are the products of human ingenuity and lateral thinking aimed at being one step ahead of your ever-changing needs.

STRATEGIC PLATFORM

Wisely UNCONVENTIONAL



BRAND CAMPAIGN

- ENGAGE EXISTING AND POTENTIAL CUSTOMERS WITH OUR BRAND NARRATIVE
- CONVINCING AUDIENCES OF HONDA'S SUPERIORITY VIS-À-VIS THE COMPETITION
- RAISE INTEREST FOR THE BRAND, SET EXPECTATIONS FOR THE CARS
- ACTIVATE AUDIENCES WITH OUR ONLINE/OFFLINE INITIATIVES
- START AND SUSTAIN POSITIVE ONLINE/OFFLINE CONVERSATIONS ABOUT THE BRAND

RAMADAN CAMPAIGN

- CREATE INTEREST FOR OUR PORTFOLIO
- INCREASE FOOTFALL IN VIRTUAL/PHYSICAL SHOWROOMS
- INCREASE REQUESTS FOR TEST DRIVES
- DRIVE TRAFFIC TO WEBSITE/APP
- DRIVE SALES

Wisely UNCONVENTIONAL

HOW DOES OUR PLATFORM SHIFT THE MENTALITY OF OUR PRIMARY AUDIENCES

CURRENT + POTENTIAL HONDA BUYERS

DESIRED HONDA BUYERS

KUWAITIS - MAINLY GENX/MILLENIALS

KUWAITIS - MAINLY GENY-GENZ

ENABLERS

INTERESTED

DURING THE CAMPAIGN

- SHOW INCREASED INTEREST IN THE BRAND.
- SHOW INCREASED INTEREST IN UPGRADING THEIR EXISTING CAR WITH A NEW HONDA.
- ACTIVELY PARTICIPATE IN ONLINE/OFFLINE DIALOGUE FOR THE BRAND

- SHIFT THEIR PERSPECTIVE ON HONDA
- START RESEARCHING HONDA ONLINE
- ACTIVELY PARTICIPATE IN OFFLINE/OFFLINE DIALOGUE ABOUT THE BRAND

AFTER THE CAMPAIGN

BRAND AMBASSADORS

FASCINATED

BRAND ADVOCATES: DISSEMINATE POSITIVE MESSAGES OFFLINE/OFFLINE ABOUT THE BRAND

- HOOKED BY THE UNEXPECTED COOLNESS OF A NEWLY DISCOVERED BRAND
- POSITIVE WOM/OFFLINE BUZZ