



New Nissan campaign takes the all-new Note on an unexpected journey

Paris, October 2013

TBWA\G1 and Nissan Europe launch a campaign for the all-new Nissan NOTE

Nissan introduces the Safety Shield technologies for the first time in Europe before supplying it to the entire Nissan range.

Paris, October 2013 – TBWA\G1 and Nissan Europe are launching “Anticipate the Unexpected” a pan-European campaign to introduce the new Nissan NOTE to the European markets. Being the first Nissan car in Europe to feature Nissan Safety Shield, the advertising campaign dramatizes how smart technologies help the driver to make the best decisions in any situation. The system combines Lane Departure Warning, Blind Spot Warning and Moving Object Detection to bring premium technology to the small car sector for the first time. The new Nissan Note’s larger 5.8-inch touch-screen, which includes Google® ‘Send to Car’ navigation software, also features in the story. This system allows the driver to plan routes at home and transfer them directly to the car. Additional connected services include Google® Points of Interest (POI), nearest fuel prices, plus flight and weather information.

The campaign portrays a Nissan Note driving in a very stressful place - a huge futuristic Ghost Train - to show how everyone can remain calm in any driving situation thanks to Nissan technologies. The commercials show a Nissan NOTE driving among various robotic monsters that symbolize different risks. Thanks to the Blind Spot Warning, the Lane Departure Warning and the Moving Object Detection, the driver calmly avoids dangers. The “Safety Shield” technologies - active safety system - provide the driver with enjoyment and confidence.

The “Anticipate the Unexpected” campaign includes TV, print, outdoor and will be supported in retail and digital. It will run in more than 20 European countries starting in October.

The TVC’s music, “Evil Eye” is extracted from Franz Ferdinand’s latest album *Right Thoughts, Right Words, Right Action* and underlines perfectly the excitement through the unexpected.

With the new Nissan Note, not only does Nissan offer a remarkable level of innovation accessible for everyone, but also provides the driver and all passengers with peace of mind and excitement.

Gareth Dunsmore, General Manager Marketing Communications, Nissan Europe: “As most of the small cars are aimed at young people, we chose to enlarge the target, conceiving the new Nissan Note as the grown-up choice. A useful piece of technology that really stretches daily journey and stimulates the driver’s mind”.

He adds: “The *Anticipate the Unexpected* campaign perfectly showcases how stress free it can be to drive a Nissan Note, even in the more uncomfortable situations that we face everyday.”

Rudi Anggono, Pan-European Creative Director, TBWA\G1 explains: “Turning something that’s inherently not very exciting – safety features in a car – into something innovative and exciting was



a challenge we were more than happy to accept. The director, Carl Erich Rinsch, did a wonderful job realizing our vision of a modern day ghost train inhabited by modern day ghouls.”

In keeping with Nissan’s new brand communication strategy, the new campaign focuses on technological advancements and innovations, and how that makes the driver feel.

Discover the TVC: <http://www.youtube.com/watch?v=b-19Am-SE-w>

Discover the TVC’s making-of: <http://youtu.be/COuGcBzTqjY>



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NOTES TO EDITORS

About TBWA Worldwide

TBWA Worldwide (www.tbwa.com) creates Disruptive Ideas expressed through Media Arts for global clients, including ABSOLUT, Accenture, Adidas, Apple, Energizer, Four Seasons, GSK, Henkel, Infiniti, McDonald's, Michelin, Nissan, Pernod Ricard, Pfizer, Roche, Standard Chartered Bank and Singapore Airlines. TBWA is ranked as a Top 10 worldwide advertising agency and was recognized by Advertising Age in 2010 as the "Best International Network of the Decade." TBWA has 274 offices in 100 countries and over 11,000 employees worldwide.

About Omnicom Group Inc.

TBWA is part of Omnicom Group Inc. (NYSE: OMC) (www.omicomgroup.com), a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

About Carl Erich Rinsch

In 2010, technology-driven director Carl Erich Rinsch created the standout crowd pleaser *The Gift* for the Philips Parallel Lines short film competition. This short film depicts a wonderful sci-fi world with fast pace action such as a breathtaking car chase where we can see a stunning slow motion footage where a full CG robot crashes. Approached by Ridley Scott Associates, Carl Erich Rinsch was the man who would have directed *Alien's* prequel *Prometheus*.

Mastering story, CG and animatronics, Carl Erich Rinsch's commercials always show an amazing sense of imagination, great visual effects artistry and composition.

Rinsch's first feature film, *47 Ronin* with Keanu Reeves, will be released in December 2013.

The Gift <https://vimeo.com/13551796>

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CREDITS**Credits**

Project: NISSAN Note "Anticipate the Unexpected"
Clients: Gareth Dunsmore, Arnaud Charpentier, Ignasi Pietro Cardona, Michel Fromentin, Gaëlle Devitry, Mariana Campelo.
Agencies: TBWA\G1, TBWA\PARIS, Else.
Account Management: Ewan Veitch, Nicolas Rocca-Serra, Aurélie Crespo, Bastien Demnard, Nathia Kisovec.

TV

Executive Creative Director: Rudi Anggono
Art Director : Marianne Fonferrier
Copy writer : Antoine Colin

Head of TV production: Maxime Boiron
TV Producer: Virginie Chalard
Post-Producer: Reunan Rescourio

Production: Soixante-Quinze
Director: Carl-Erik Rinsch
Post Production: Home VFX / Mikros /Eight / Recom
Producer: Emmanuel Guiraud
Executive Producer: Yuki Suga
Line Producer : Brent Spector & Dominik Ferro
Superviseur VFX: Chris Fieldhouse & Nicolas Rey
Post-Producer: Anne Ségretin & Christophe Huchet

Sound

Sound Producer: Benoit Dunaigre
Sound Design: Kouz Production
Band: Franz Ferdinand
Track/Title: Evil Eye

Print:

Executive Creative Director: Rudi Anggono
Art Director : Kiminori Suzuki
Copy writer : Ela Tengirsek
Art Buyer: Julie Champin
Studio: Mikros / Eight