

Embargo until 18th October

mcgarrybowen launches CR-V 1.6 i-DTEC Diesel for Honda

Following the commercial success of last year's 4th generation CR-V launch, Honda introduces a 1.6 i-DTEC Diesel engine version with a campaign by mcgarrybowen London. This is the agency's second launch for Honda since their appointment in July 2012.

The campaign aims to tackle preconceptions about SUVs by positioning the CR-V 1.6 i-DTEC Diesel as the economical SUV. In essence, an SUV offering a bigger car experience, but with smaller car economy.

With the campaign line "An impossible, made possible", the work shows the CR-V taking a journey through a series of optical illusions, all in-camera and all centred around the CR-V.

The TV spot, directed by Chris Palmer at Gorgeous, launches in the UK on Friday, 19th October and will run across Europe during the last quarter of the year. It will be supported by a fully integrated campaign comprising of print, OOH, digital, DM and dealership comms.

Martin Moll, Head of European Marketing, Honda, says, "We are extremely proud of mcgarrybowen's campaign which embodies the spirit and engineering innovation of Honda, particularly the advances made by Honda's Earth Dreams Engine Technology. This campaign delivers a massively differentiated proposition, whilst also demonstrating a return to the form associated with Honda's most acclaimed advertising."

Paul Jordan, Executive Creative Director, mcgarrybowen London, adds, "This CR-V 1.6 diesel challenges a lot of pre-conceived ideas about SUV's, so we wanted to make a spot where things aren't what they first seem'.