



## **Press Release**

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### **Ad Campaign for the Launch of the All-New Honda Insight Celebrates “Hybrid for Everyone”**

#### **Honda’s Integrated National Ad Campaign Includes TV, Print, Interactive, Outdoor and Branded Entertainment**

Santa Monica, Calif., March 13, 2009 – A fully integrated national advertising campaign for the launch of the all-new Honda Insight begins March 16. The Honda Insight defies hybrid conventions by being inclusive and affordable. The strategy developed by Honda’s long-standing agency of record, RPA, communicates the down-to-earth, democratic “hybrid for everyone” concept with upbeat, optimistic imagery among a diverse collection of people.

The campaign targets consumers who want the benefits of a hybrid, but don’t want to sacrifice fun, style and sportiness.

“The launch of the Insight marks a new day for hybrids. The Insight’s fun-to-drive performance, versatile and fuel-efficient hybrid technology is reflected throughout the national ad campaign and invites everyone to consider a hybrid,” said Tom Peyton, senior manager, national advertising, American Honda Motor Co., Inc.

The campaign includes three TV spots: “Garage,” “Gig,” and “Beach.” “Beach” breaks March 16, followed by “Garage” and “Gig” in late April. Spots will air during top-rated network and cable programming.

Each spot, based in three distinct environments (e.g., on a downtown rooftop, a park, the beach), opens on an Insight driving and quickly reveals, through a forced-perspective technique, additional Insights and people populating each location. As the spot progresses, more and more Insights and passengers are revealed until each location is filled with Insights. In addition, the creative assets feature a plant-leaf graphic found within the Insight. In the vehicle, the graphic is used as a unique fuel-economy scoring function to provide feedback on driving efficiency and performance.

“We wanted to capture the design intent Honda set for the Insight—an affordable hybrid,” said Joe Baratelli, SVP, creative director, RPA. “We wanted the spots to be optimistic, inclusive and happy.”

(more)

Honda and NBC have partnered to create five 40-second branded-entertainment vignettes to co-promote NBC Universal's "Earth Week" and the launch of the Honda Insight. Each vignette will feature a well-known actor from an NBC primetime show driving an Insight. Each actor will talk about certain aspects of their everyday lives—from the start of their careers to how they still try to keep life simple—just like everyone else. The vignettes will highlight certain features of the Insight and will also showcase that this vehicle is a "hybrid for everyone." The vignettes will begin airing the week of April 20 during NBC's Universal's "Earth Week" in primetime.

Print and out-of-home creative also communicate a "hybrid for everyone" message through a honest, simple and clean design.

Beginning in late April and early May, the campaign is supported in major markets by in-theater, newspaper, radio and interactive. Aerial banners will run during Memorial Day weekend in Los Angeles and the Fourth of July weekend in select top markets.

Honda will be hosting an Earth Day Insight Launch Event on April 22, 2009, at the Honda Center. The event will give consumers the opportunity to see the Insight, test-drive the Insight, and one person will win an Insight. The event will also be a homecoming of sorts for original Insight owners, as they are encouraged to bring their cars and take a look at the new generation.

During prelaunch, a blog, <http://insight.honda.com>, featuring exclusive videos of Honda Insiders (engineers, product planners, etc.) discussing the Insight, introduced the democratic feeling of this campaign. The aforementioned URL will redirect to a dedicated marketing Web site on April 16.

To reach consumers in unique and impactful ways, interactive helps to position the Insight as fun, youthful and affordable. Video has been extended across various high-profile home-page placements, including AOL, MSN, Yahoo! and YouTube, to deliver high-level product information via an immersive Insight interactive tour. Branded canvases will run on ABC, CBS and NBC, and Insight video will run throughout various TV and movie programming properties.

To generate interest in the online gaming segment, the Insight will be one of the launch sponsors of XBOX Live Primetime, which allows users to participate in a free, live game show experience. The Insight will be the sole sponsor of XBOX Live Primetime's "Play and Win." Insight video will be featured before and during game play.

*Spots/Print*

Chief Creative Officer: David Smith  
Creative Directors: Joe Baratelli, Pat Mendelson  
Senior Copywriter: Adam Lowrey  
Art Director: Laura Hauseman  
Agency Executive Producer: Gary Paticoff  
Agency Senior Producer: Brian Donnelly  
Agency Assistant Producer: Lyndsey Wilson  
Print Photographer: Ben Redgrove  
Production Co: Park Pictures, Los Angeles  
Directors: Si & Ad  
DP: Eric Trembl  
Supervising Producer: Mary Ann Marino  
Line Producer: Ahnee Boyce  
Executive Producer: Jackie Kelman Bisbee  
(Park Pictures NY)  
Production Co: Academy Films, London  
Executive Producer: Lizie Gower  
Editorial Company: Final Cut  
Editor: Eric Zumbrennen  
Exec. Producer: Saima Awan  
Post Producer: Kelly Garcia  
Music Company: HUM  
Executive Producer: Jeff Koz

Music Supervisor: Tricia Halloran  
Producer: Chanel Scott  
VFX Company: Ring of Fire  
Executive Producer: John Myers  
VFX Producer: Casey Conroy  
Creative Director: Jerry Spivack  
VFX Supervisor: Dan Smiczek  
Sound Mix Company: Lime Studios  
Sound Mixer: Loren Silber  
Licensed Track: "The Honey Tree," Mostar Diving Club

*Interactive*

Chief Creative Officer: David Smith  
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Luis Ramirez  
Sr. Copywriter: Brenna Hajek  
Sr. Art Director: Bang Pham, Jim Kowalski,  
David Mesfin  
Art Director: Laura Hauseman  
Copywriter: Tylynne McCauley, Charlie Patterson  
Jr. Art Director: Tori Rafanelli

*About Honda Insight*

The all-new 2010 Honda Insight hybrid utilizes the latest generation of Honda's Integrated Motor Assist™ IMA® hybrid technology and new, more cost-efficient production methods. The 2010 Insight defines a new stage in the evolution of hybrid technology, providing hybrid customers with a new level of affordability, fun-to-drive performance, and a U.S. EPA city/highway fuel-economy rating of 40/43 miles per gallon. To help Insight owners realize the full benefits of Honda hybrid technology, the Insight will feature a new interactive, driver-focused fuel economy enhancement technology named the Ecological Assist System (Eco Assist™). All Insights are powered by an advanced 1.3-liter SOHC aluminum-alloy i-VTEC® engine and CVT, along with a new generation of Honda's IMA hybrid system for exceptional fuel economy and performance.

*About RPA*

RPA, headquartered in Santa Monica, Calif., is a leading independent advertising agency based on the West Coast, with more than \$1 billion in billings. RPA builds momentum for brands by offering its clients truly integrated campaigns that resonate throughout its disciplines, which include traditional advertising, interactive, and direct and event marketing. RPA's client list includes American Honda, both the Honda and Acura brands, La-Z-Boy, Mandalay Bay Resort and Casino, Pharmavite's SOYJOY and PENTAX Imaging Company, and it is the media planning and buying agency for Metro-Goldwyn-Mayer, Lenox Financial Mortgage and Reily Foods. For more information, visit <http://www.rpa.com>.

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