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NEWS RELEASE

## **HONDA'S "CIVIC CHOIR" TV CAMPAIGN**

On Friday 13<sup>th</sup> January, Honda launches its latest TV commercial "Choir" – a 120" live action spot to launch the new Honda Civic produced by Wieden + Kennedy London.

Following hot on the heels of the Honda "Impossible Dream" brand campaign, this spot shows a specially formed choir vocalising the many experiences one has whilst driving the new Civic.

Matt Coombe, Marketing Communications Manager for Honda (UK) says "The new Honda Civic has been produced in such a way to make all its competitors look last generation. It is a true drivers car which we really hope will put that emotion back into driving again. Honda's aim was not to produce a car that would just take you from A to B but to make sure you really enjoyed and had fun with every drive you take in the car. It is all about feeling the new Civic for yourself. To make sure the creatives at W + K understood this we arranged for them to drive the car for themselves so they could get as close to it as possible in order to convey not only the innovative new design of the car but most importantly what it feels like to drive".

Kim Papworth, creative director at Wieden + Kennedy London continues "Honda's new Civic is all about driving feeling. Music is all about feeling. So we thought having a choir "singing" driving could be amazingly powerful and emotional. The aim of the commercial was to find a way of expressing the human experience of driving – not just the big, fast, powerful sounds but also the subtler sounds of driving eg. the sound of an electric window closing or a biro rolling across the dashboard. The sort of moments that never get spoken about but that everyone feels"

The 120” commercial begins with a 60 strong choir in a multi-storey car park about to embark on a musical piece. Garrison Keillor breaks the silence with the line “This is what a Honda feels like”. As the choir begins its composition and the visuals swap to an engine start button one realises that every sound they make is an accurate representation of the sound the car makes on its various driving experiences – everything from going through a tunnel, to driving over a gravel driveway, to the windscreen demisting on a frosty morning, to reversing down an urban street. The visuals move throughout the commercial from the choir performing to the driving experiences they are replicating.

Production of the commercial began with the team taking the new Civic out and recording it to ensure that all the sounds that the choir made were 100% faithful to the real sounds of the car. The next stage was to gather together 10 singers to experiment with the various sounds. This involved a complex process of taking one sound at a time eg. the electric window, and then breaking that down into all the different sounds that went into that overall sound. These individual sounds were then orchestrated for the 10 singers so that they were all singing different things. This obviously was an extremely long and challenging process and had to be repeated for every single sound in the commercial and then finally learned by a 60 strong choir. The whole process took 6 months from recording the sounds of the choir, experimenting with a small choir to perfect sounds, to rehearsing with the whole choir and learning the final piece of music.

The 120” commercial will run solus for one week and will then be supported by both a 60” and 40” cutdown. A website and interactive TV application will support this activity and a national press ad will run in motoring press. The TV ad is also believed to be the first by a UK advertiser to be available as a Videocast. The ad, along with a “making of”, will be made available as a downloadable Videocast from the accompanying Civic microsite as well as Podcast and Videocast sites.

The commercial was shot in both Spain and England. It was written and art directed by Matt Gooden, Michael Russoff and Ben Walker. It was directed by Antoine Bardou-Jacquet at Parizan. Communications planning is by Naked Communications and media planning and buying is through Starcom.

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Notes to editors:

Wieden + Kennedy London is part of the independent Wieden + Kennedy worldwide network. International clients include Nike, Vodafone, Coca Cola, Starbucks and Sharp. UK clients include Honda, Nike, Pizza Hut and Wales Tourist Board. Recent new business wins include EA Games and Yakult. Recent award wins include two black pencils at D&AD, the Grand Prix at the Cannes Lions Advertising Festival and the Grand Prix at the Account Planning Awards.

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