

E-1588-954

Nissan Juke - Love-it or Love-to-hate-it

Product	Category Entered
Nissan Juke	Multi-Market: Automotive

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

This year's eligibility period runs from 1 January 2024 - 31 March 2025. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe.

Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).

Review full eligibility information at the **Effie Europe website**.

****Sustained Success Entries:***

Entrants must include work and results from the **initial year**, at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is 1 January 2024 and 31 March 2025). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples. Data must be isolated to Europe. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility

period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).

- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **EFFIE EFFECTIVENESS EXPLAINED**
- **CASE STUDIES**
- **MORE RESOURCES**

ENTRY DETAILS

Brand Name

List the specific brand name here (not the parent company name)

Nissan AMIEO

Brand Description

Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: Airline; Cosmetic, Credit Card; Streaming Service.

Automotive Car Brand

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2024-01-14
Date To	2025-01-05

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Dates presented in this case

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From	2024-01-14
Date To	2024-12-31

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

Multinational

Non-English

Countries Presented in This Case

Please select only the countries presented in this case.

France

Germany

Italy

Spain

United Kingdom

Please indicate all countries where this work ran.

Austria

Belgium

Denmark

Finland

France

Germany

Italy

Netherlands

Norway

Poland

Portugal

Spain

Sweden

Switzerland

Turkiye

Ukraine

United Kingdom

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Automotive

Industry/Category Situation

Select one.

In Decline

MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards

The European automotive market is uniquely challenging. Tightening emissions and safety regulations keep raising compliance costs.

Government support for electrification is uneven: tougher regulations push OEMs to move faster even as purchase incentives are scaled back.

Customers still see EVs as expensive and complex, with charging gaps and range anxiety, so adoption is slower than expected (Fig.1). The result is an increase pressure on manufacturers' P&Ls which is cascading on customers in terms of increasing price for buying new cars.

Competition is intense in mature markets with flat-to-declining demand: established brands now face a wave of Chinese entrants (Fig.2). With domestic overcapacity and, in many cases, state support and scale advantages, these newcomers are expanding in Europe with aggressive pricing.

products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

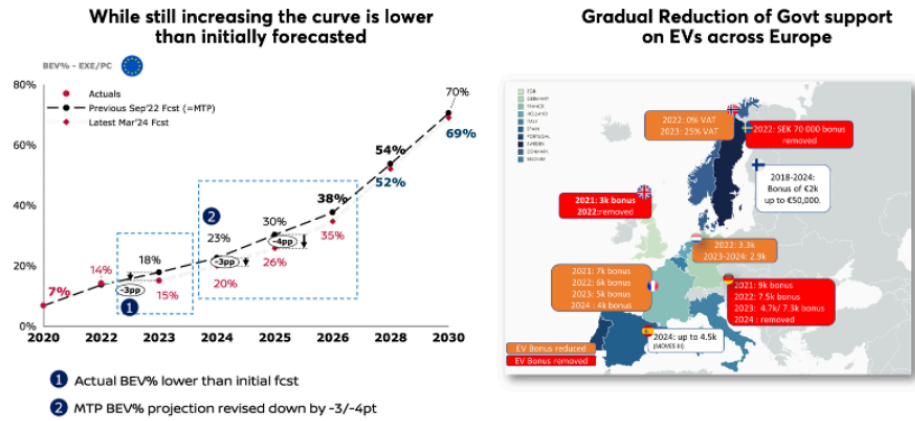
This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.

At the same time, a cost-of-living squeeze caused by higher financing, insurance, and energy costs, has stretched household budgets, lengthened replacement cycles, and pushed some buyers toward used cars. (Fig.3)

In this environment, launching a model with limited product news is especially difficult.

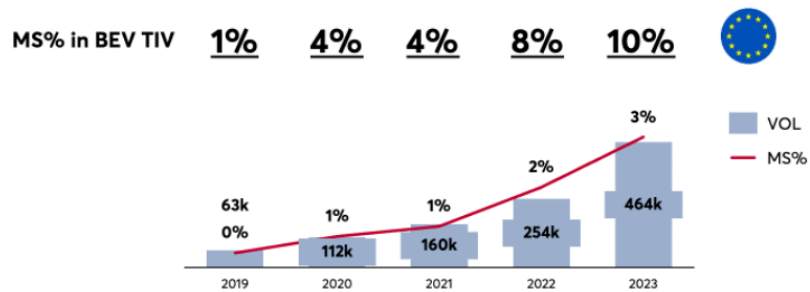
This was Nissan's reality at the start of 2024 when it introduced a minor-change Juke.

Fig.1 : STATUS OF ELECTRIFICATION IN EUROPE



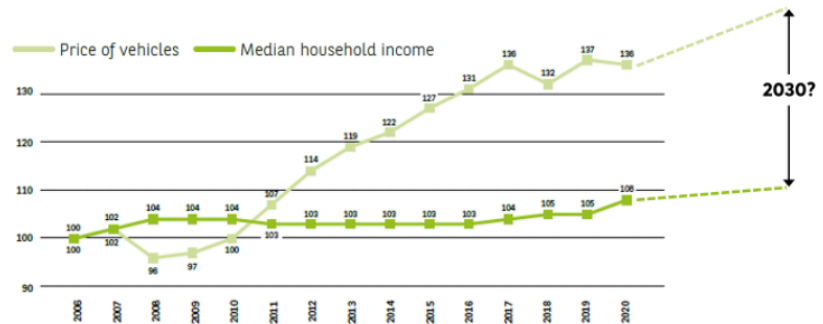
Source: Nissan Segment Sharing Tracking Tool, Total Industry Electric Vehicle Volume, SSTT Nissan (CY20 - CY30), Acea : Taxes benefits and Incentives - G5 Europe

Fig.2 : THE RISE OF CHINESE PLAYERS IN EUROPE



Source: Nissan Segment Sharing Tracking Tool, Total Industry Volume, SSTT Nissan (CY19 - CY23) - G5 Europe

Fig.3 : PRICE OF VEHICLES VS. HH INCOME IN FRANCE



Household car purchase expenses are rising 3x faster than their income; putting further pressure on the industry

Source: Barometer Observatoire Cetelem 2023, Price of vehicle vs. HH Income in Europe

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words) A once-polarizing original had softened. With little product news and less budget, Juke risked blending in.

The Insight:

(Maximum per line: 20 words) Indifference had crept in. A Bright Yellow allowed us to engineer polarization, beat blandness and gave permission to stand out.

The Strategic Idea/Build:

(Maximum per line: 20 words) Deliberately re-polarize Juke: "Love-it or love-to-hate-it."

Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words) We treated polarization as an asset, not a liability. A Yellow-coded, full-funnel system turned debate into distinctiveness.

The Results:

(Maximum per line: 20 words) +3.1pts familiarity among intenders; +17% YoY sales (23/24) on lower media spend.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how *We used the minor-change's Bright Yellow to bring back what made Juke famous: being proudly different. Over time, the car's edge had softened; Yellow*

your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 150 words)

gave us permission to re-polarize without overclaiming product news. We made that color the unmistakable cue and “Love-it or love- to-hate it” the line, inviting debate, rallying fans, and letting skeptics lean in. With a smaller budget, we led with attitude, always Yellow, always self-aware, so people noticed and cared again, then made it easy for interested intenders to act. The work ran simply and consistently across channels, turning quiet indifference into talk, talk into interest, and interest into buying. Results tied to our goals: familiarity among buyers rose +3.1 points (reversing decline); design appeal started to climb; sales grew +17% YoY on less media. In a crowded market, leveraging the Bright Yellow new Juke color, we re-engineered polarization delivering more on less.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

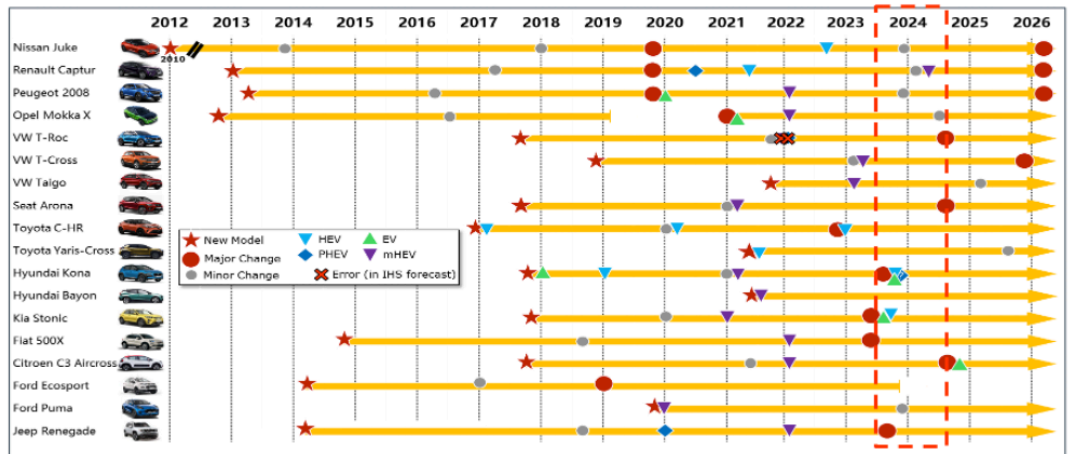
1A. Before your effort began, what was the state of the brand’s business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 400 words; 3 charts/visuals)

A louder market, a tighter consumer.

By 2024, the small crossover (B-SUV) segment was one of the busiest aisles across G5 (Fig.1): 27 models; 12 refreshed that year alone (including T-Roc, Kona, Puma). Meanwhile, affordability bit hard. Car prices were rising roughly 3x faster than incomes vs 2023, pushing renewals back and shoppers toward used or ‘value’ options¹ offered by a wave of new Chinese entrants aggressive on price. The total automotive market was 1% down vs 23 with the B-SUV segment tracking -3%². Brands shouted efficiency, tech and safety but they all sounded alike. More alternatives. More sameness. More noise.

Fig.1 : B-SUV Segment – Overview of Forecasted Launches of Competitive Models

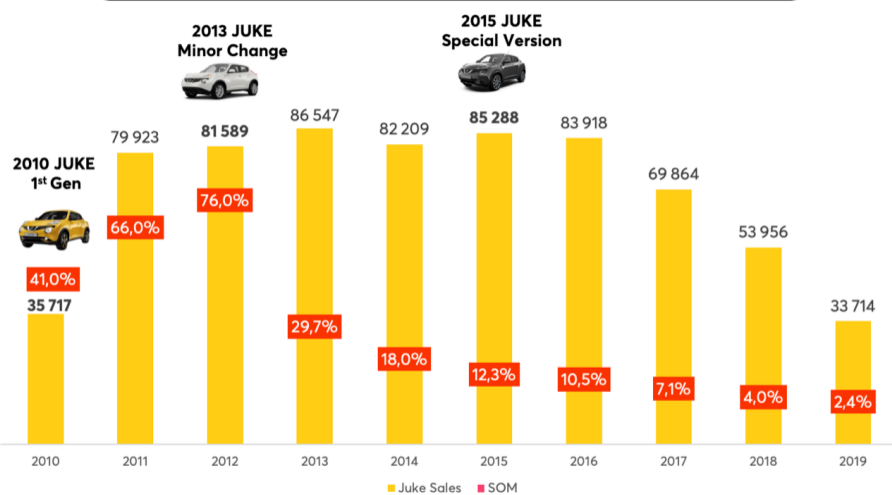


Source: Nissan, Agency Brief 2023

The model that invented a debate.

Juke didn't just launch a segment in 2010, it launched an argument. To some it was a *prince*; to others, a *frog*. That's how many car buyers see the car due to its unique, froggy-shaped original design. Its love-it or hate-it silhouette made it polarizing yet unforgettable, turning those emotions into sales (peaking around ~85k units a year)³. Fast-forward 9 years, the New Juke was launched with a softened design aimed at broadening its appeal; subsequently in 2022 the hybrid version was launched, adding more rational benefits to the brand. By trying to please everyone, addressing some of the negative comments, Juke's edge softened and indifference crept in.

Fig.2 : JUKE SALES REGISTRATIONS FROM 2010 TO 2019

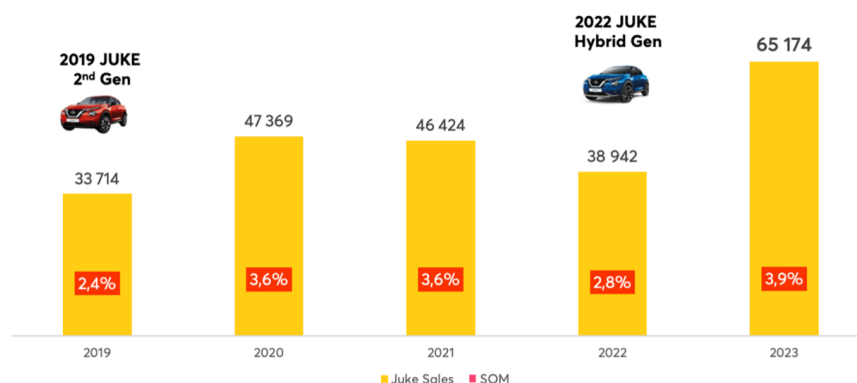


Source: Nissan Atlas, Sales registrations tracking, Share of Market (CY10 and CY19) - G5 Europe

The 'original' risked becoming wallpaper in the aisle it created.

Commercially, 2023 was strong (Fig. 2). But we were juicing results, not resilience. Sales jumped to 65,174 units³, but the engine was short-term and bottom-funnel spend. In fact, brand health paid the price: familiarity fell from 33.6 to 30.9 and "Design" image, the #1 driver of purchase in the segment, softened⁵. We were winning transactions but continued losing hearts along the way.

Fig.3 : JUKE SALES REGISTRATIONS FROM 2019 TO 2023



Source: Nissan Atlas, Sales registrations tracking, Share of Market (CY19 and CY23) - G5 Europe

A small facelift, a big ask.

2024 brought modest tech tweaks and one visible jolt: Bright Yellow, a nod to Juke's origins and our permission to re-polarize. Budgets tightened versus the prior year. The brief got tougher, not softer: sustain growth and start reversing the brand deficit to protect future demand.

The strategic challenge: Make the once frog-shaped, polarizing Juke famous again.

In a louder, tighter market and with less to say and less to spend, we had to win back attention, rebuild memory for Juke, and turn it into lasting demand, not just another good year.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- We have allowed for:
 - one key business objective (required)
 - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.

- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

Reference 1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

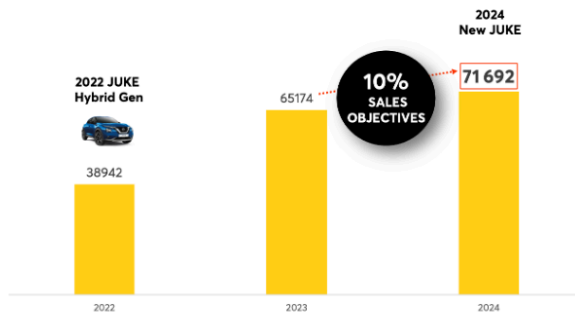
Grow Juke G5 sales $\geq +10\%$ in CY24 vs CY23 ($\geq 71,692$ units from 65,174), despite reduced media budgets.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Facelifts/special editions have historically driven model uplifts; company benchmark: $+10\%$ sales. In a crowded market with minimal product news, the 2024 facelift was the clearest lever to reignite demand. Budgets were reduced vs 2023, raising the degree of difficulty and making growth a clean test of marketing effectiveness.

NISSAN JUKE SALES REGISTRATIONS & SUCCESS THRESHOLD FOR 2024



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monthly G5 Juke registrations from Nissan sales data; report CY24 vs CY23, % change and absolute units.³

Success threshold: $\geq 71,692$ units ($+10\%$).

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Volume (growth/maintenance/easing decline/volume share)

Marketing Objectives

1

Objective - Overview & KPI

State your
objective here.

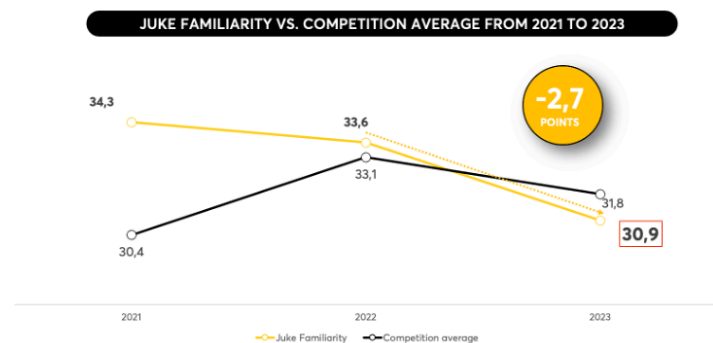
Increase Juke model familiarity among G5 intenders from 30.9 to ≥ 31.9 in CY24 (+1.0pt), surpassing the segment average (31.8).

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

Brand tracking identified familiarity as the primary barrier to consideration. Juke's model familiarity slipped to its lowest recent level (30.9) and below the B-SUV segment average (31.8). The minor-change launch offered a credible moment to rebuild mental availability. A +1.0pt target to ≥ 31.9 was set to regain parity and edge ahead on reduced budgets. Ambitious yet feasible for a mature nameplate, and a clean bar to judge upper/mid-funnel effectiveness.



Source: Nissan Alliance Brand Tracking (ABT) - Juke Familiarity vs. competitors* (CY21-CY23) - G5 European Database (France, UK, Germany, Italy & Spain)

Measurement - How did you plan to measure it?

(Maximum: 30
words)

ABT brand & Nissan's models (G5, car intenders). KPI: Familiarity index score. Compare CY24 rolling 12-month vs CY23 baseline (30.9) and segment average (31.8)⁵. Quarterly reads for in-flight optimization.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Familiarity

2

Objective - Overview & KPI

State your objective here.

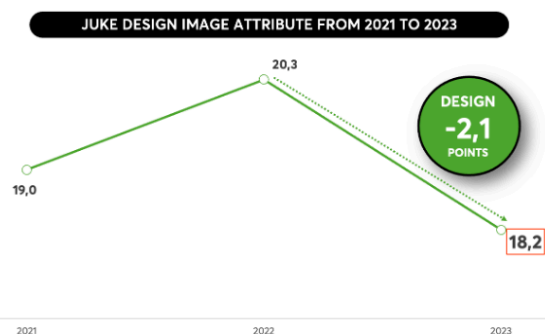
Increase Juke "Design" image among G5 intenders from 18.2 to ≥ 20.0 in CY24 (≥ 1.8 pt), reversing CY23 decline (-2.1pts).

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Design is the top B-SUV purchase driver. Juke's design image eroded by 2.1 pts to an all-time low (18.2) in 2023, undermining its historical strength. With limited product news, rebuilding perceived design via an emotive, distinctive platform offered the highest leverage to unlock consideration.



Source: Nissan Alliance Brand Tracking (ABT), Juke Design (CY21-CY23) – G5 European Database (France, UK, Germany, Italy & Spain)

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Alliance Brand Tracker (G5 car intenders). KPI: "Design" image attribute. Compare CY24 rolling 12-month average vs CY23 baseline (18.2).⁵ Quarterly reads (Q2–Q4) for trajectory. Success threshold: ≥ 20.0 .

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

Activity Objectives

-

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Reduce Cost per Unit (CPU = paid working media €/Juke registration) to $\leq \text{€}800$ in CY24 across G5 (CY23 baseline $\approx \text{€}800$), despite a -17% media budget.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

With -17% media and a minor-change launch, we needed to prove the campaign worked harder, not just harder-spent. CPU directly ties paid media to registrations, giving a like-for-like efficiency bar regardless of budget size. The CY23 baseline was $\approx \text{€}800$; matching or beating $\leq \text{€}800$ in CY24 would evidence improved effectiveness in a crowded,

price-sensitive market and validate the rebalanced, brand-led approach's multiplier effect on activation.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

CPU = total paid working media actuals (G5, Juke; excludes production) ÷ Juke registrations (Nissan sales data). Compare CY24 vs CY23 baseline (\approx €800). Success threshold: \leq €800.^{2 & 6}

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select?
View guidance here.

Efficiency (e.g. cost per acquisition)

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

Sources:

¹ Barometer Observatoire Cetelem 2023, Price of vehicle vs. HH Income in Europe

² Nissan Segment Sharing Tracking Tool, Total Industry Volume, SSTT Nissan (CY23 – CY24) – G5 Europe

³ Nissan Atlas, Sales registrations tracking, Share of Market (CY10 - CY23) - G5 Europe

⁴ Nissan Atlas, Tracking Dashboard, Share of Voice & Share of Market Juke model & competitors average* (CY23) - G5 Europe

⁵ Nissan Alliance Brand Tracking (ABT) , Juke Familiarity & Image attributes vs. competitors* (CY21 - CY23) – G5 European Database (France, UK, Germany, Italy & Spain)

⁶ Nissan React Tracking Dashboard Cost Per Unit, Planit Tracking Media Investment (CY23) – G5 Europe

⁷ Kantar Advertising Campaign Evaluation, Love-it or Love-to-hate-it (30 seconds TVC) France (Fieldwork: 04/07/2024 – 15/07/2024) – UK Fieldwork (18/07/2023 to 25/07/2023) – Automotive intenders panels 25-55 yo

*List of competitors tracked on ABT: Ford Puma / Volkswagen T-Roc & T-Cross / Toyota Yaris Cross / Hyundai Kona / Renault Captur / Skoda Kamiq / Peugeot 2008

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Built for the free-spirited.

Juke’s historical audience are young at heart, expressive, and proudly outside the mainstream. They choose character over consensus. A car isn’t just transport; it’s how they’re seen. Design, personality and distinctiveness matter most. They look for brands with a point of view and don’t mind if not everyone agrees; being noticed is part of the pleasure.

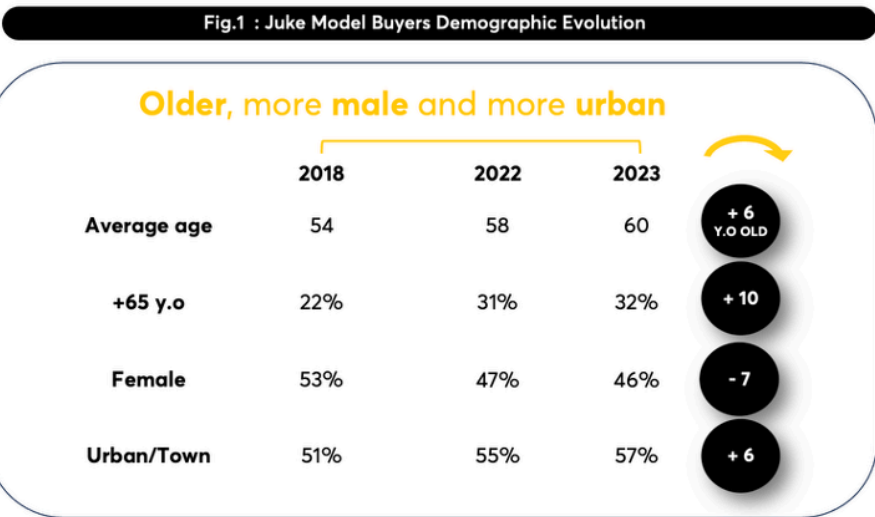
Demographics evolved: age up, male up, urban up.

They’ve aged with the segment (more 30s–50s), taken on responsibilities and budgets, and skew more urban and male. The cost-of-living squeeze makes them more deliberate: they plan, compare and justify, without wanting to lose their sense of self (Fig. 1).¹

Commerce &

Shopper Cases: Be sure to highlight the shopper’s motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

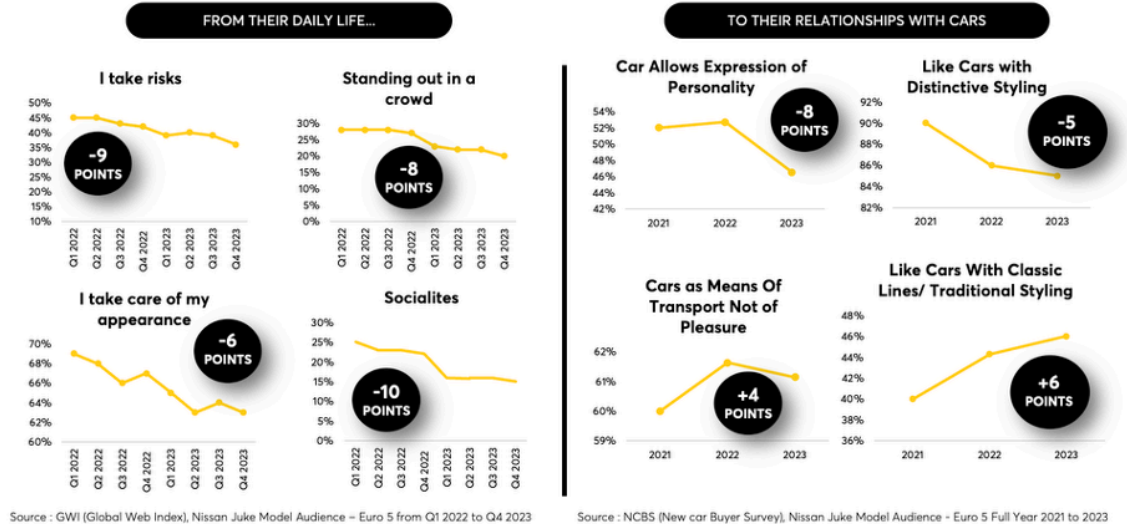


Source : NCBS (New car Buyer Survey), Nissan Juke Model Audience – Euro 5 Full Year 2018-2022-2023

When ‘free-spirited’ lost its ‘free’.

Their mindset evolved too. Practicality has a bigger say, choices must make sense on paper as well as in spirit, and justification matters more than impulse. The instinct to stand out didn’t disappear, but it became negotiated. Emotional impulses quietened while rational criteria grew louder (Fig. 2)^{2&3}. In short, the “free” softened: decisions leaned more towards assurance than audacity. As appeal broadened, the audience’s edge softened as well.

Fig.2 : Spirited Life players audience is shifting toward reason over emotion



Not for everyone. And that’s the point.

Our job was to stop chasing everyone. To get back onto car intenders’ radars, Juke needed to win back people who want their car to say something about them and invite the next wave in. The ones who light up when a design has a point of view. The ones with the personality to stand up. The ones who don’t mind disagreement, because being noticed is the point.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience’s behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand’s success and how did it inform your strategic idea.
(Maximum: 300 words; 3 charts/visuals)

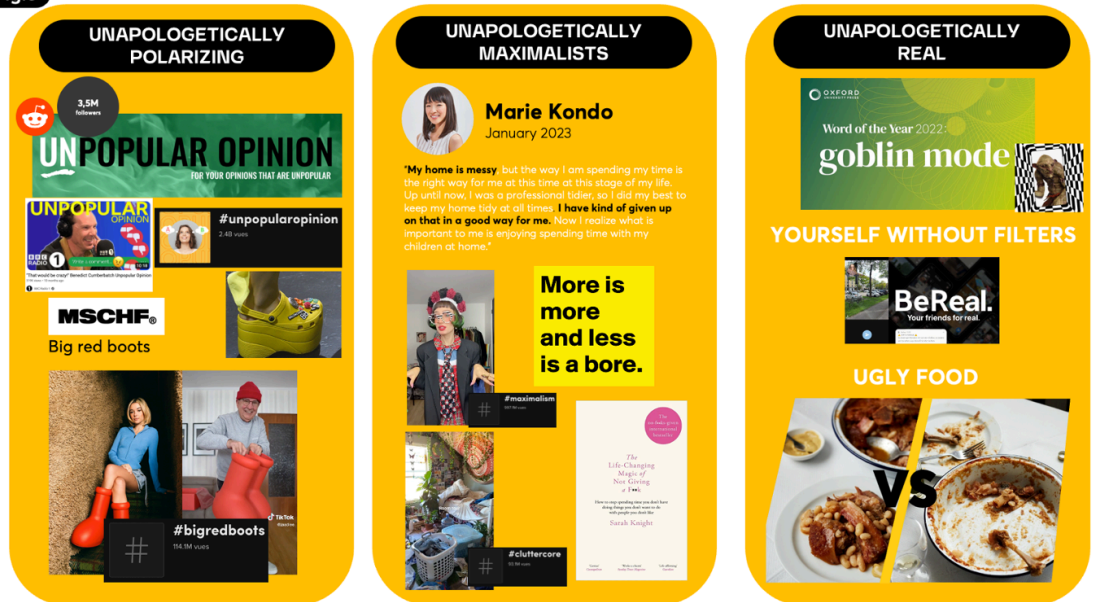
Consumer insight: To stand out today, you need to be unapologetically different, even if that polarizes.

In the constrained times, people feel the need to be fearlessly different, and they reward brands that validate that feeling, even if it divides opinion. Ugly never looked so good.

The return of the ‘unapologetic’ in culture.

We live in a period of constant pressure where wallets are tighter and a sense of “permacrisis” is fueled by a stream of negative news. Many people are pulling back, choosing what felt sensible and uncontroversial. Yet culture rarely moves in one direction. The more constrained life feels, the more we see a counter-current: louder self-expression, bolder looks, unapologetic taste. After years of polish and sameness, culture is swinging back to extremes and rawness. “Ugly-cool” and maximalism reject safe neutrality (Fig.3). Brands that once split opinion (Crocs, Liquid Death, even Marmite), win by owning their difference. The signal: indifference is the risk; clear stance gets rewarded.

Fig.3

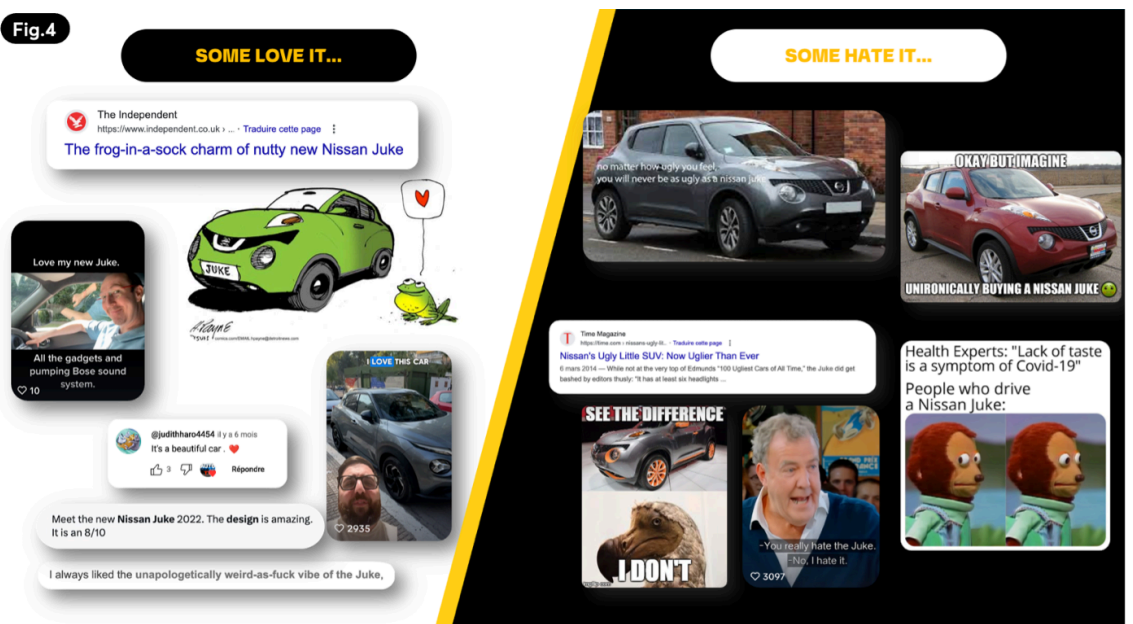


Brand truth: Juke is controversial by design.

From launch, Juke has sparked debate and strong emotion, some love it, some don't (Fig.4)⁵. That's its superpower: a design with unmistakable character that refuses the middle.

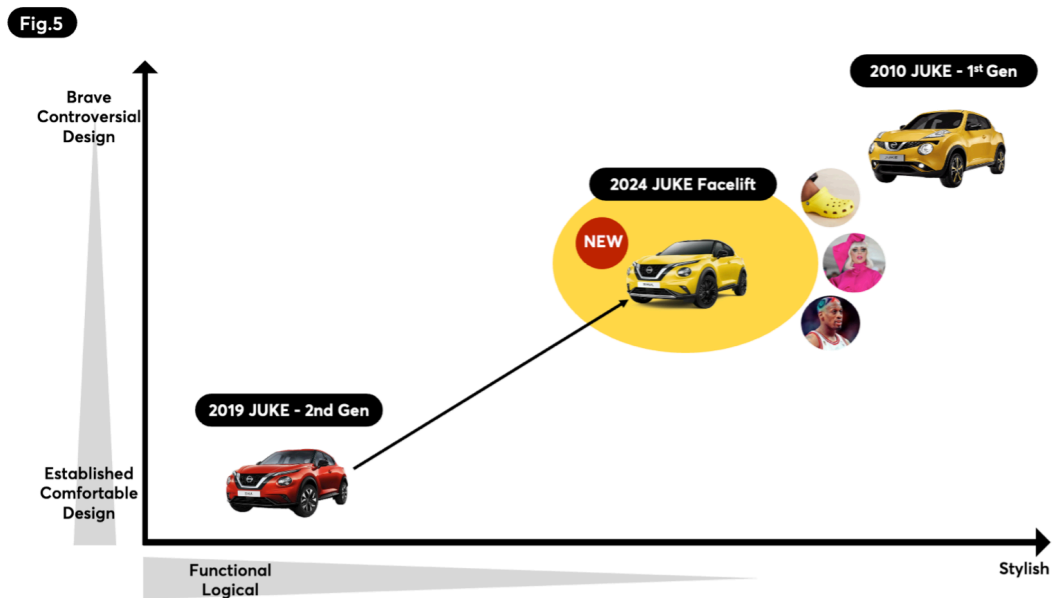
Unfortunately, over relaunches and restylings, that edge softened.

Fig.4



Bright yellow as the lever to re-polarize.

For Juke minor change, we didn't have much new news to communicate. However, we saw Bright Yellow as an opportunity to bring Juke's bold, divisive spirit back (Fig.5). And used consistently across touchpoints, it became a fluent distinctive asset, coding every impression to Juke, refreshing memory structures and adding to the debate, distinctiveness.



Implication for strategy

Leverage the Bright Yellow to re-engine polarization. Show up everywhere to invite debate and instant recognition. Make sure people notice the work, know it's Juke, and feel proud to choose an unapologetically different car.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

Hitting the sweet spot between culture, audience, brand and model.

Four truths converged.

1. Audience: Free-Spirited Life Players still crave self-expression;
2. Culture: In response to a permacrisis, the countercurrent is unapologetic self-expression;
3. Brand: Juke's DNA has been controversial by design;
4. Minor Change Model: the Bright Yellow facelift gave us the license to wink back at Juke's bold design origins, working as an unapologetic cue reminding people of its polarizing legacy.

The four truths pointed to a one move: treat polarization as an asset, not a liability, deliberately re-polarizing Juke's softened edge.

The minor change's Bright Yellow was our license to re-polarize; we used it as a single code across every touchpoint.

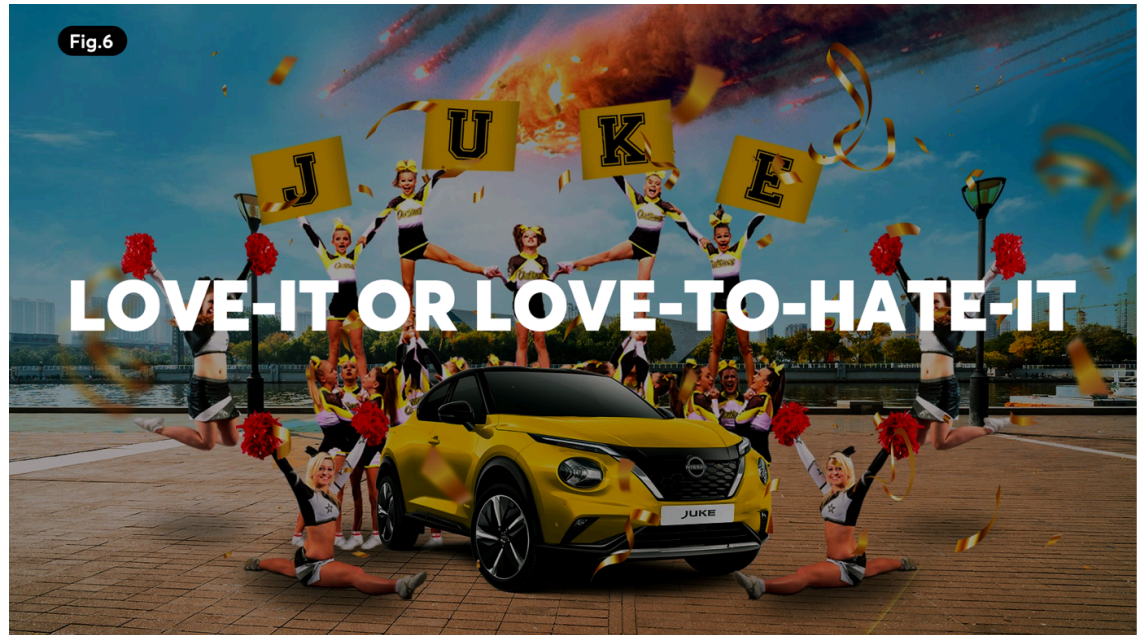
We first articulated the brand idea as "Love-it or hate-it." Pre-launch⁶ testing showed it felt too combative for French respondents, risking shut-down rather than curiosity.

We refined it to "Love-it or love-to-hate-it": still provocative, but self-aware and inviting.

It welcomes fans and skeptics into the same conversation—reframing division as desirability.

Bright Yellow then carried the message across the system.

One stance. One code. One system turning indifference into attention, and attention into consideration.



Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type

Sources :

¹NCBS (New car Buyer Survey), Nissan Juke Model Audience - Euro 5 Full Year 2018 - 2022 – 2023

²NCBS (New car Buyer Survey), Nissan Juke Model Audience - Euro 5 Full Year 2021 to 2023

³GW (Global Web Index), Nissan Juke Model Audience – Euro 5 from Q1 2022 to Q4 2023

⁴ Backslash's Edges Trends Report - 2023

⁵ Social listening; Tiktok, Instagram, Reddit, Memes Juke, The Independent, The New York Time

⁶ 2023 Brand Manifesto evaluation and LINK Pre-Testing of upcoming campaigns for Nissan Juke (UK & FR)

of Data/Research,
Dates Covered. Do
not include agency
names in your
sources. **View
detailed guidelines
here.**

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

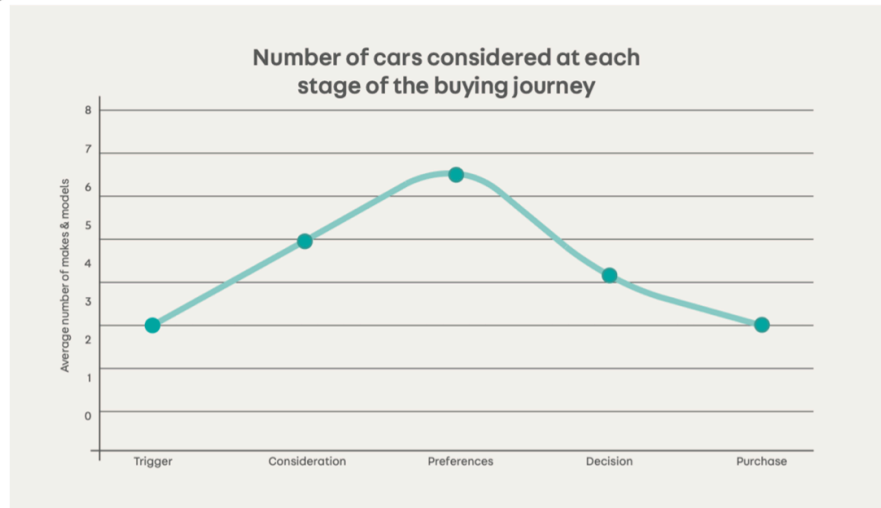
Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

*(Maximum: 300
words; 3
charts/visuals)*

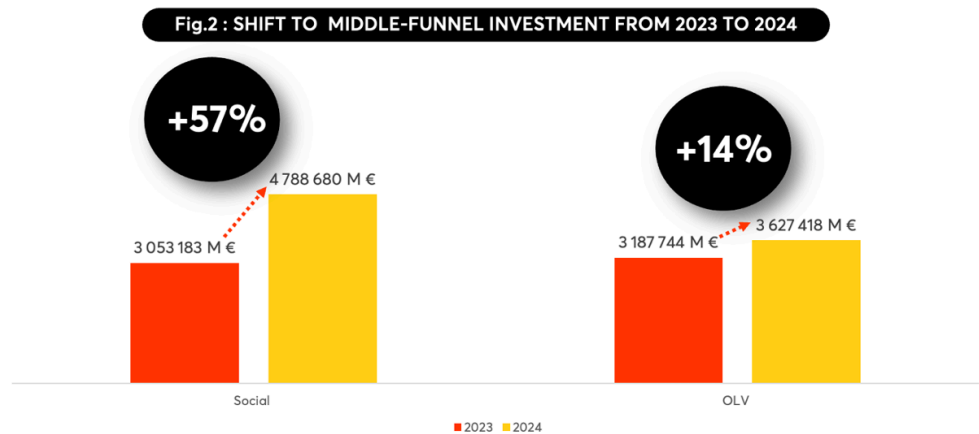
We built a full-funnel system designed to win the middle, where discovery now happens¹. Studies show auto shoppers start with 2–3 models, expand to 6–7 during online consideration (heavily on social), then narrow to 2–3 for action (Fig.1).

Fig.1



Source: Autotrader Car Buyer Report 2019

We reweighted from 2023's conversion-heavy mix toward upper/mid funnel by increasing investment in social and OLV, and reducing banners and lead ad (Fig.2) ²



Source: Nissan React Tracking Dashboard, Planit Tracking Media Investment (CY23-CY24) - G5 Europe

We did so because effectiveness evidence shows that long-term, brand-led activity multiplies short-term results.³

We then harnessed Bright Yellow's distinctiveness to refresh memory and ensure instant attribution to Juke across every touchpoint and we did that knowing the importance of fluent distinctive asset⁴ in driving effectiveness by refreshing memories.⁵

Upper funnel: spark fame, start the debate.

Pre-launch OLV set the stance: Juke as unapologetically different-colored car. Playful "fake OOH" flooded landmarks with yellow hearts and balloons to seed talkability while influencers celebrated their love and obsession for the yellow color.

Hero AV on linear/CTV to launch and celebrate the love and love-to-hate debate.

High-impact social/video takeovers ensured no one missed the arrival.

Middle funnel: win reappraisal where discovery happens.

Platform-native OLV and social display opened with attitude, then delivered on key proof points (exterior, bigger screen, interior quality, driving feel).

Creators localized the voice.

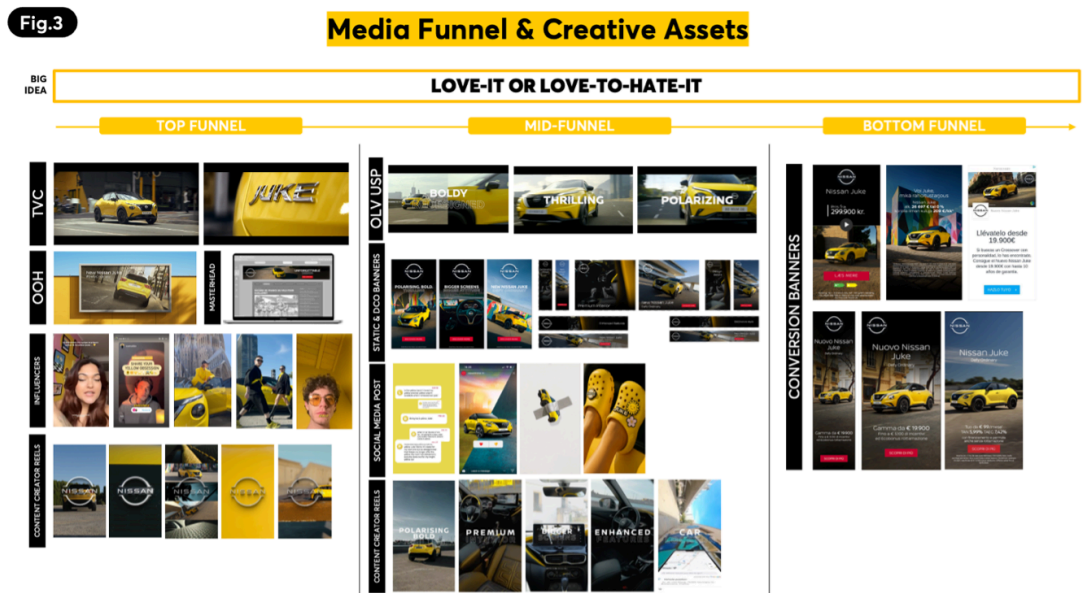
Dynamic display and carousels kept the story moving in-feed.

Lower funnel: remove friction to act.

Lead formats (Meta carousels/inventory ads, Google Discovery) and dynamic display nudged to get a quote and contact dealer.

Search captured and protected demand while the conversation was fresh.

Every asset was coded in Bright Yellow. Thumbnails, supers, stickers, end-frames, landing pages, so the yellow car you noticed on TV was the yellow car guiding your click.



3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 300 words, 3 charts/visuals)

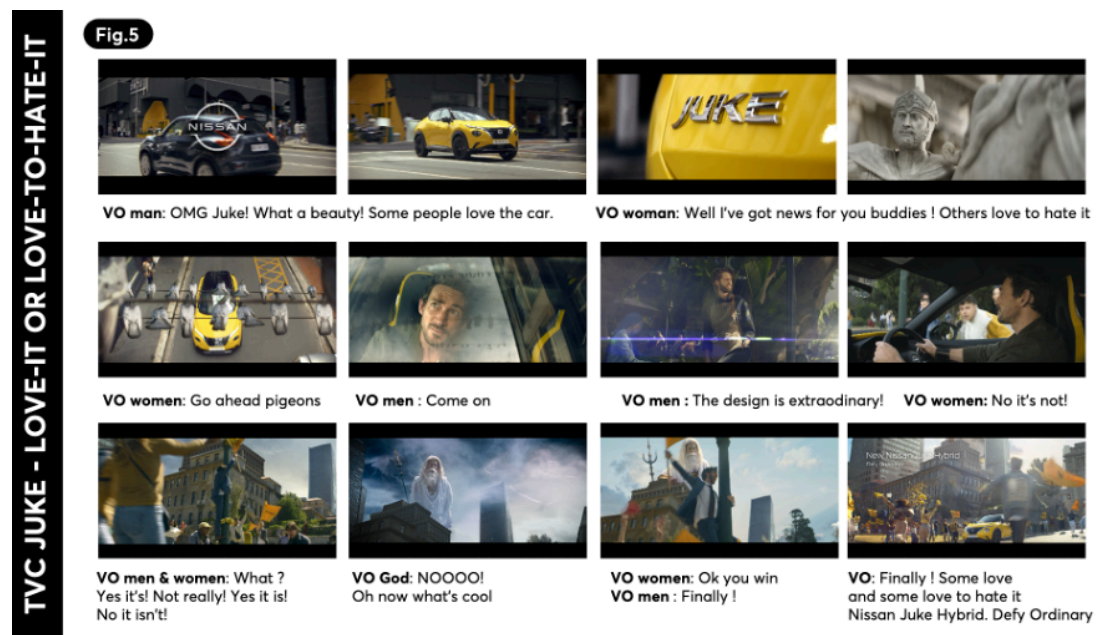
With limited budget and an 18-month runway before the next product event, we chose fewer, bigger, longer-lived assets and coded them all in Bright Yellow to build instant recognition and memory.

We kicked off the launch with a social-first campaign (Fig.4). We started by spreading the love using our distinctive yellow branding inviting people to get ready for the reveal of the new Juke. This was followed by a series of fake OOH activations that flooded city landmarks with yellow hearts and balloons, celebrating the arrival of a new different-colored car.

A wave of reels followed, revealing Juke's as unapologetically different, bold outside and cool inside car.



We then launch the love-it or love-to-hate-it debate on linear and connected TV (Fig.5). The film, not only projected Juke's unapologetic confidence, but it cut through category sameness, eschewing the usual empty-street, smiling-driver formula, inviting debate while coding every frame in Bright Yellow.



High-impact digital takeovers (mastheads, First View) ensured no one missed the arrival.

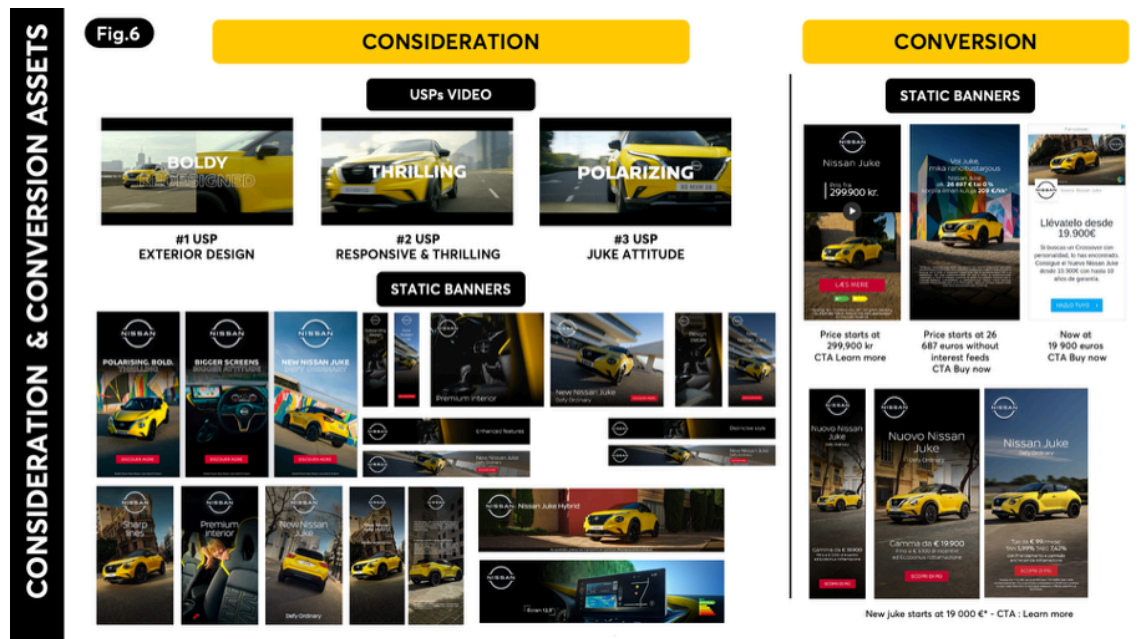
Content creators localized the message across their digital native social channels, keeping the color and the debate impossible to ignore.

Once the awareness job was done, we shifted to reappraisal and proof to foster consideration and improve image attributes. OLV and static digital highlighted USPs and design details (bigger screen, premium roomy interior, thrilling drive), reinforcing that the bold choice is also a smart one.

Finally, conversion assets (dynamic display, carousels, lead formats, search) turned that reappraisal into actions (leads and sales). (Fig.6)

Bright Yellow functioned as our distinctive brand asset and mnemonic: it opened every film, anchored thumbnails and creator toolkits, and carried through to landing pages and retail.

That single color cue made the Juke you noticed on TV, the same guiding your click, creating consistency, faster recognition, and stronger memorability across the system.



3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)

An integrated plan was built around three communication pillars, each tackling a specific task at each stage of the customer journey. The Bright Yellow code served as the through-line, creating fluency across assets, ensuring instant attribution to Juke, refreshing memory structures, and, combined with performance, delivering the multiplier effect.

Below a recap of the 3 pillars (Fig.7)

Future-market (top of the funnel):

Polarize to be heard.

Juke's voice was getting drowned out, so we opened loud and proud. "Love-it or love-to-hate-it," coded in Bright Yellow, making Juke famous again in mass-reach channels designed to spark conversation, not consensus.

TV established cultural permission; high-impact OLV (Mastheads, First View takeovers) ensured we were seen and noticed at speed.

Success here meant cut-through and familiarity—measured by visibility, reach, and video views.

Near-market (mid-funnel):

Invite to rethink what Juke stands for.

Juke lost its distinctiveness and was fading into the background with people not knowing what the car has to offer above and beyond its original look and design.

Mid-length OLV (YouTube, pre/mid-roll in TV content), social, and dynamic display invited people to reappraise Juke's. First by reminding them of its bold attitude and personality then by showing its qualities and proof points.

This is where "unapologetically different" translated into consideration and image lift.

Tracked through engagement rate and time spent.

In-market (bottom of the funnel):

Reassure to convert.

When intent showed up, we paired emotion with rational backbone.

Lead-oriented formats (Meta carousels and inventory ads, Google Discovery, dynamic display with publishers that matter) surfaced more proof points beyond design while making it easy to act. Search captured and protected demand (broad, competitor, and brand).

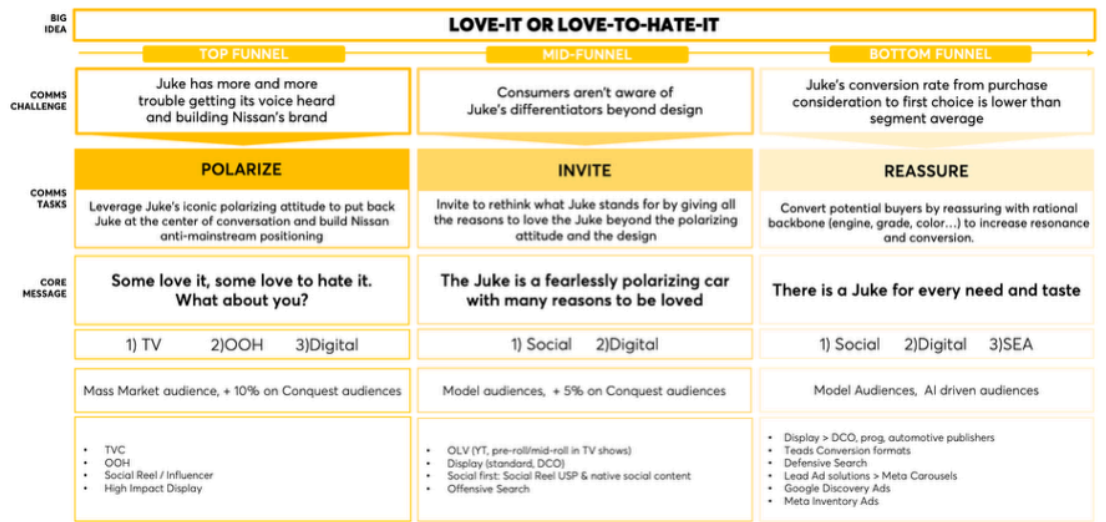
Here, the metric was efficiency: cost per lead driving dealer contact and sales.

Orchestration: Sequenced creative carried people forward. Fame assets primed the stance; reappraisal edits deepened it; conversion formats removed friction.

By increasing social investment, we won the middle funnel, reaching new intenders in consideration and creating demand that lower-funnel tactics converted efficiently. The balance worked: brand scores rose and business results followed.

Fig.7

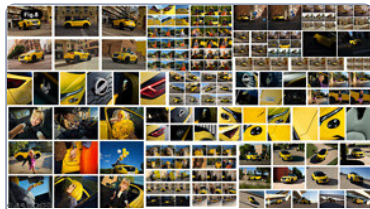
Comms & Media Strategic Framework



Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



Juke Assets
OK

Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to

Sources:

¹ Decoding Decisions: The Messy Middle (Google, 2019). Why the mid-funnel matters; brand and performance work together to convert.

² Nissan React Tracking Dashboard, Planit Tracking Media Investment (CY23-CY24) – G5 Europe

list sources of data provided in your responses above, do not include any other information.

³ WARC -Anatomy of Effectiveness - 2019; refreshed 2021/2022

⁴ Jenni Romaniuk – Building Distinctive Brand Assets – 2018

⁵ Byron Sharp – How Brands Grow – 2010

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. Over the time period of your case, how do you know it worked?

Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 400 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2024 – 31 March 2025.*
4. All results must correspond to a data source.

**Sustained Success Requirement: Entrants must include work and results from the initial year, at least one interim year, and the current competition eligibility time period (the current competition eligibility time period is 1/1/24-31/03/25). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.*

Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

Results Overview

(Maximum: 400 words, 5 charts/visuals)

We rebalanced from a conversion-heavy 2023 toward upper/mid funnel, led with a distinctive emotional idea (“Love-it or love-to-hate-it”) and coded every touchpoint in Bright Yellow for fluency, proving brand would multiply activation. On a like-for-like basis vs 2023 and to our knowledge with no extraordinary pricing or distribution changes, Juke grew faster than the market, rebuilt key brand metrics, and improved media efficiency.

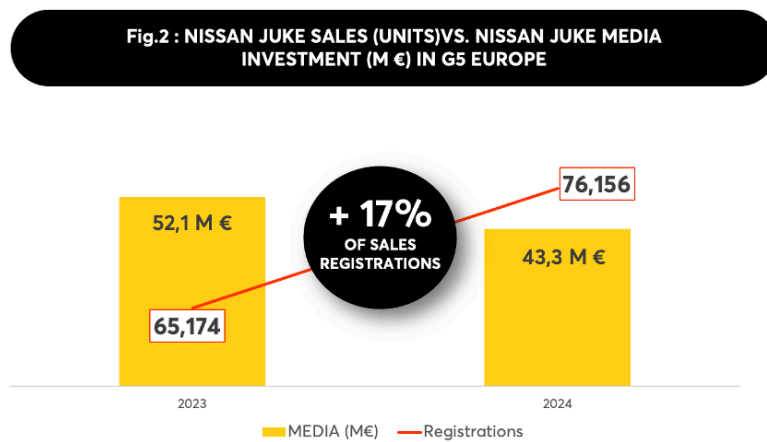
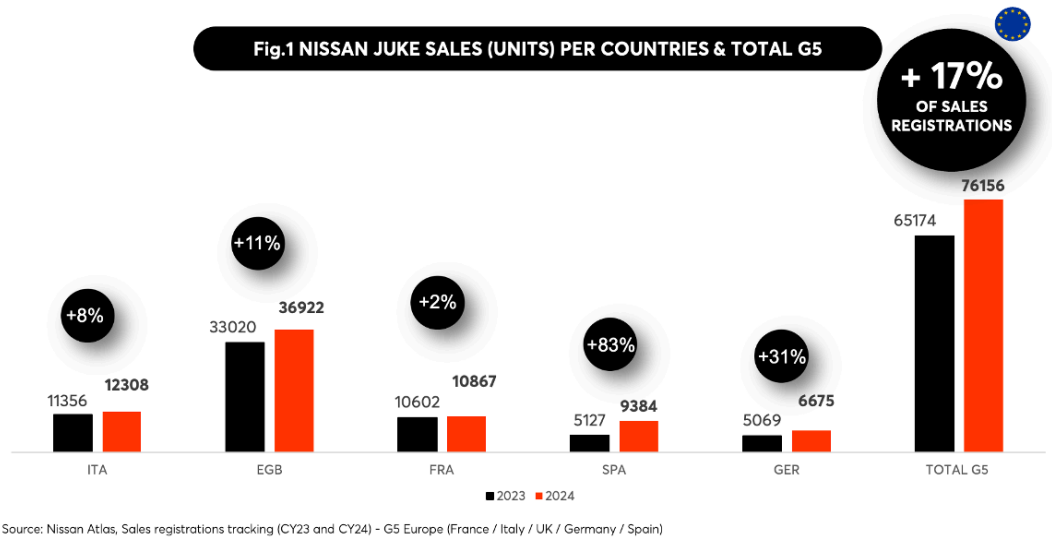
With one bold point of view and a single fluent code (Bright Yellow), the campaign converted polarization into attention, consideration, and efficient growth.

KPI #1: Grow \geq +10% CY24 vs CY23 (\geq 71,692 units).

Results: +17% to 76,156 units (highest since 2016), despite -17% media.

The new Juke Minor Change launched in April and rolled out across G5 with a social-first wave, then a 360° system. Despite a modest facelift and -17% media, sales rose +17% (Fig.2).¹

All G5 countries have seen their sales, for the most part, double. More specifically, some countries, such as Spain, saw sales increase by more than 83% (2023 vs 2024), while Germany saw a 31% increase, the UK 11%, and France 2%.(Fig.1).¹

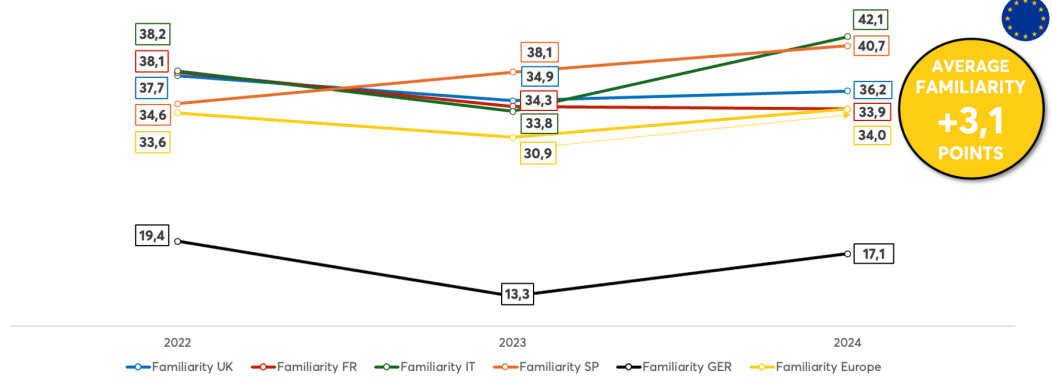


KPI #2: Familiarity (G5): 30.9 → ≥31.9 (+1.0pt) among intenders.

Results: +3.1 points on average across G5 (to 34.0 CY24 rolling), reversing prior decline and surpassing segment average.

Familiarity had fallen below average in 2023. Reconnecting to our audience spirit and placing the “love-it or love-to-hate-it” debate, fuelled by the iconic Yellow at the heart of the work, refreshed memory at scale, critical for consideration (Fig.3).²

Fig.3 : JUKE FAMILIARITY IMAGE ATTRIBUTES FROM 2022 TO 2024



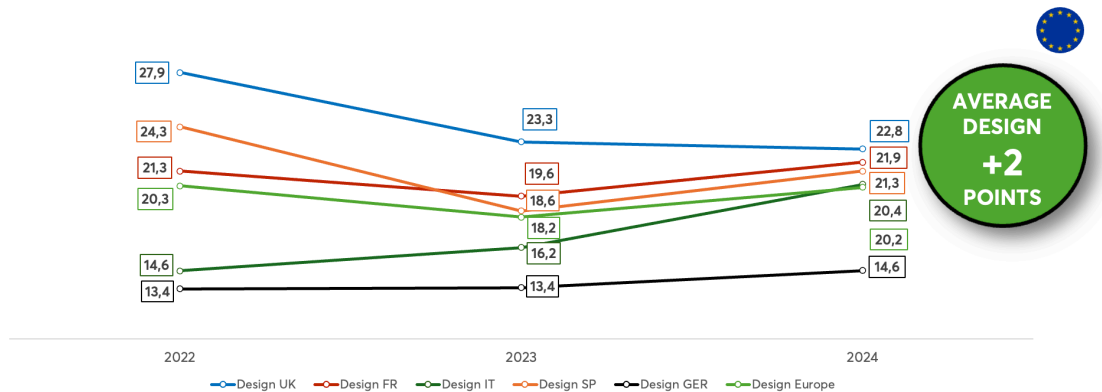
Source : Nissan Alliance Brand Tracking (ABT) , Juke Familiarity Image attributes (CY22-CY24) – G5 Europe

KPI #3 : Design image (G5): 18.2 → ≥20.0 (+≥1.8pts).

Results: +2.0 points on average gain in design image attributes across G5

Design is the top B-SUV driver, yet Juke’s score had eroded >3 pts (2021–2023). With minimal product change, top-funnel assets foregrounded Juke’s design thanks to the polarizing Yellow color capable to reignite appeal across most of the markets with the exception of UK (Fig.4). ³

Fig.4 : JUKE DESIGN IMAGE ATTRIBUTES FROM 2022 TO 2024



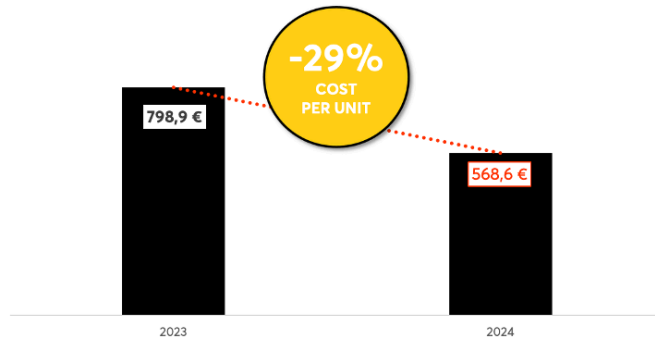
Source : Nissan Alliance Brand Tracking (ABT) , Juke Design Image attributes (CY22-CY24) – G5 Europe

KPI #4: CPU efficiency (G5): ≤€800 (CY23 ≈€800).

Results: €568.6 (–29% vs €798.9 CY23). More sales at lower cost.

At aggregated level G5, the strategy delivered more sales at lower cost, proving the efficiency of brand-led, coded assets (Fig.5). ⁴

Fig.5 : NISSAN JUKE COST PER UNIT IN €



Source: Nissan React Tracking Dashboard Cost Per Unit (CY23 and CY24) - G5 Europe

Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here.

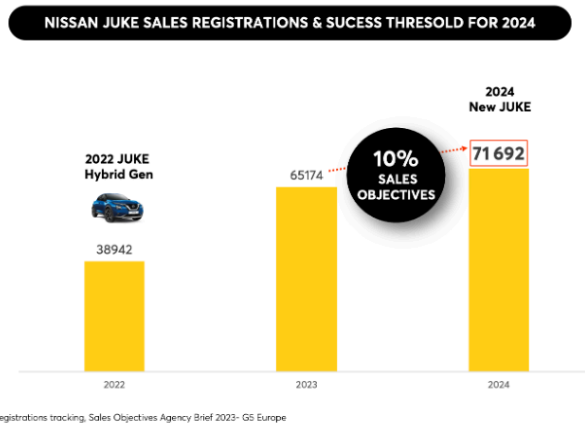
(Max: 30 words)

Grow Juke G5 sales $\geq +10\%$ in CY24 vs CY23 ($\geq 71,692$ units from 65,174), despite reduced media budgets.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words,
3 charts/graphs)

Facelifts/special editions have historically driven model uplifts; company benchmark: +10% sales. In a crowded market with minimal product news, the 2024 facelift was the clearest lever to reignite demand. Budgets were reduced vs 2023, raising the degree of difficulty and making growth a clean test of marketing effectiveness.



Measurement - How did you plan to measure it?

(Maximum: 30
words)

Monthly G5 Juke registrations from Nissan sales data; report CY24 vs CY23, % change and absolute units.³

Success threshold: $\geq 71,692$ units (+10%).

Tagging - What keywords best describe your objective type?

(1 Required. No
Maximum)

Volume (growth/maintenance/easing decline/volume share)

List Result

(Maximum: 30
Words)

+17% sales (76.156 sold in 2024 vs 65.174 in 2023)

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

The campaign delivered more than expected 10% growth in terms of units sold.

(Maximum: 75 words, 3 charts/visuals)

Marketing Objectives Results

1

Objective - Overview & KPI

State your objective here.

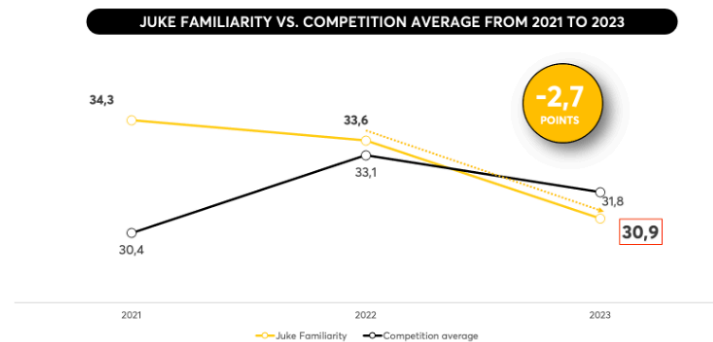
Increase Juke model familiarity among G5 intenders from 30.9 to ≥ 31.9 in CY24 (+1.0pt), surpassing the segment average (31.8).

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Brand tracking identified familiarity as the primary barrier to consideration. Juke's model familiarity slipped to its lowest recent level (30.9) and below the B-SUV segment average (31.8). The minor-change launch offered a credible moment to rebuild mental availability. A +1.0pt target to ≥ 31.9 was set to regain parity and edge ahead on reduced budgets. Ambitious yet feasible for a mature nameplate, and a clean bar to judge upper/mid-funnel effectiveness.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

ABT brand & Nissan's models (G5, car intenders). KPI: Familiarity index score. Compare CY24 rolling 12-month vs CY23 baseline (30.9) and segment average (31.8)⁵. Quarterly reads for in-flight optimization.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Familiarity

List Result

State your corresponding result here.

+ 3,1 points familiarity

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

From 30,9 in 2023 to 34 in 2024. Reverting a negative trend and going up +1,3 points above competitor average (32,7)

2

Objective - Overview & KPI

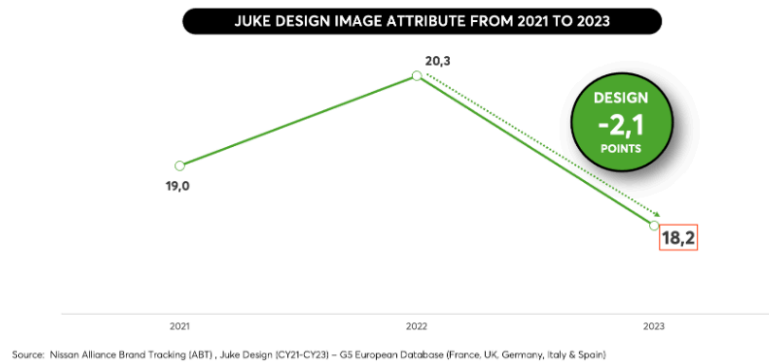
State your objective here.
(Max: 30 words)

Increase Juke "Design" image among G5 intenders from 18.2 to ≥ 20.0 in CY24 ($+\geq 1.8$ pt), reversing CY23 decline (-2.1 pts).

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Design is the top B-SUV purchase driver. Juke's design image eroded by 2.1 pts to an all-time low (18.2) in 2023, undermining its historical strength. With limited product news, rebuilding perceived design via an emotive, distinctive platform offered the highest leverage to unlock consideration.



Measurement - How did you plan to measure it?

(Maximum: 30 words)

Alliance Brand Tracker (G5 car intenders). KPI: "Design" image attribute. Compare CY24 rolling 12-month average vs CY23 baseline (18.2).⁵ Quarterly reads (Q2–Q4) for trajectory. Success threshold: ≥ 20.0 .

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to

select?

View

guidance

here.

Changes in Specific Brand Attributes

List Result

State your corresponding result here.

+ 2 points in design image

Context

Explain, with category, competitor, and/or prior year context, why

these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

From 18,2 points to 20,2 points, reverting a negative trend.

Activity Objectives Results

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Reduce Cost per Unit (CPU = paid working media €/Juke registration) to ≤€800 in CY24 across G5 (CY23 baseline ≈€800), despite a -17% media budget.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

With -17% media and a minor-change launch, we needed to prove the campaign worked harder, not just harder-spent. CPU directly ties paid media to registrations, giving a like-for-like efficiency bar regardless of budget size. The CY23 baseline was ≈€800; matching or beating

≤€800 in CY24 would evidence improved effectiveness in a crowded, price-sensitive market and validate the rebalanced, brand-led approach's multiplier effect on activation.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

CPU = total paid working media actuals (G5, Juke; excludes production) ÷ Juke registrations (Nissan sales data). Compare CY24 vs CY23 baseline (≈€800). Success threshold: ≤€800.^{2 & 6}

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Efficiency (e.g. cost per acquisition)

List Result

State your corresponding result here.

-29% cost per unit (from 799€ in 2023 to 569€ in 2024).

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

The campaign worked efficiently as per objective in order to deliver results with a decreasing budget versus previous year.

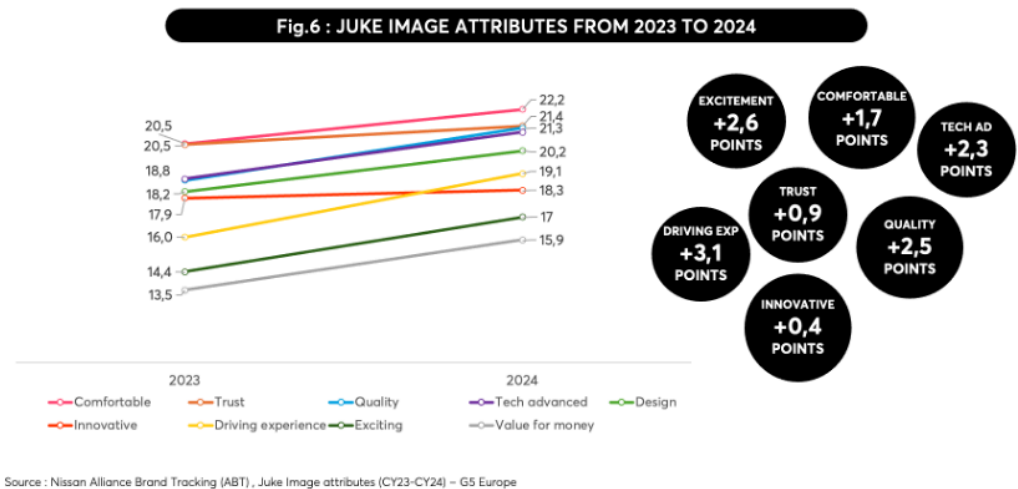
(Maximum: 75 words, 3 charts/visuals)

Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 250 words, 3 charts/graphs)

Not only design, but all image items related to Juke increased, confirming that the campaign, not only delivered business results against many internal and contextual headwinds, but also contributed to improving Juke brand image, ensuring a healthy future demand (Fig.6).



4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

Internal Company Events (e.g. change in ownership, internal dynamics, etc.)

Other marketing for the brand, running at the same time as this effort

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

Pricing/incentives: No extraordinary pricing or incentive changes vs 2023 to our knowledge. With -17% media, results aren't explained by heavier discounting.

Distribution/availability: No material distribution changes vs 2023; standard dealer activity continued.

Product change: April 2024 was a minor-change facelift (tech tweaks and Bright Yellow). Not a full model change. Insufficient on its own to explain the magnitude of shifts in sales and brand metrics.

Competitive activity: The B-SUV segment remained crowded with several refreshed competitors, creating headwinds rather than tailwinds. This makes the uplift more notable.

Macroeconomics/affordability: High ownership costs and "permacrisis" pressures continued to dampen demand, another headwind, not a driver of outperformance.

PR/earned media: Nissan experienced a late-year PR issue and challenging financial headlines with potential negative impact on perception/sales. Despite this, Juke's KPIs improved.

Seasonality: Campaign spanned multiple seasonal peaks; no unusual seasonal distortion.

Media levels: Total media -17% vs 2023, ruling out "spend more, get more" as an explanation.

Net: In the absence of extraordinary pricing/distribution changes and amid internal, competitive and macro headwinds. The most plausible driver of the observed improvements is the campaign's idea, strategy and execution.

Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use

Sources :

¹ Nissan Atlas, Sales registrations tracking, Planit Tracking Media Investment (CY23 and CY24) – G5 Europe

² Nissan Alliance Brand Tracking (ABT), Juke Familiarity vs. Competition average (CY22-CY24) – G5 European Database (France, UK, Germany, Italy & Spain)

³ Nissan Alliance Brand Tracking (ABT), Juke Design Image Attributes (CY22-CY24) – G5 Europe

⁴ Nissan React Tracking Dashboard Cost Per Unit (CY23 and CY24) – G5 Europe

⁵ Kantar Advertising Campaign Evaluation, Love-it or Love-to-hate-it (30 sec TVC) France & UK – Automotive intenders panels 25- 55yo

footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

⁶ Alliance Brand Tracking (ABT), Juke image attributes (CY23-CY24) – G5 Europe

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Current Year/Time

*Period: January 2024
– March 2025*

€10 Million and over

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

€10 Million and over

Compared to other competitors in this category, the budget is:

Select one.

About the same

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

Less

Media Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

The media budget strategy for the JUKE campaign was built around a paid effort optimized through a variety of ad formats. Despite a 17% reduction in budget compared to the previous year, we reweighted from conversion-heavy to upper/mid funnel: more OLV/CTV and, especially, social video to win the middle of the funnel, while search/dynamic display harvested demand. The launch phase prioritized high-impact channels such as Online Video (OLV), Digital. Social took the largest share to reach intenders in-platform and drive design reappraisal. Media buying was executed locally, allowing each market to adapt its plan according to their local specificities. To enhance performance across the full media funnel, the campaign diversified its formats and boosted innovative placements. This approach ensured both reach and efficiency, despite budget constraints, and allowed for agile adaptation to local market dynamics while maintaining a unified brand presence.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

€1–2 Million

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

(Maximum: 100 words)

The budget covers the full production of a 360 regional campaign, including a TV commercial, key visuals, website materials, images, and a wide variety of modern social media content like reels and stories. It also includes all pre- and post-production costs, activation costs, and the rights to use the music track “The Fratelli Chase” from The Goonies.

We build a game-changing factory creating more than 200+ assets to ensure refreshing content for a 18-month period.

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Yes : For Juke campaign, we leveraged a variety of owned media channels to maximize impact and ensure message consistency. We launched a dedicated Juke online page on the Nissan website, fully aligned with the campaign's creative platform. In physical spaces, branded kakemonos and retail kits were delivered across all Nissan Europe dealerships to create a cohesive in-store experience. Additionally, the campaign was amplified through Nissan Europe's owned social media channels, as well as local pages, with social media posts and influencer activations celebrating the iconic yellow color—ensuring broad and unified visibility both online and offline.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

Not Applicable

(Maximum: 100 words)

SOURCES

Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Source :

Nissan, React Tracking Dashboard, Planit Tracking Media Investment (CY23) - G5 Europe

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View**

detailed guidelines

here.

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. – Programmatic Display Ads

Digital Mktg. - Programmatic Video Ads

Digital Mktg. - SEM

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

OOH – Billboards

TV

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

TV

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Video Ads

Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. – Display Ads

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or select Not Applicable.

Facebook

Instagram

TikTok

YouTube

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

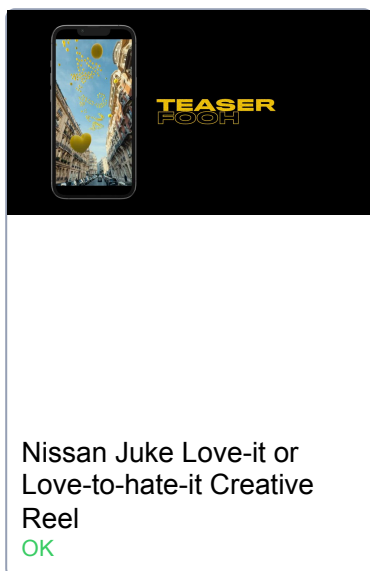
Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Location based

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

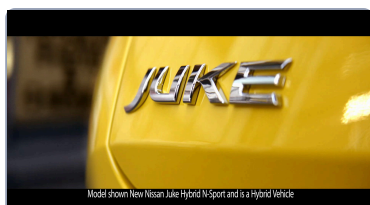
Digital Mktg. – Video Ads

OOH – Billboards

OOH – Other Outdoor

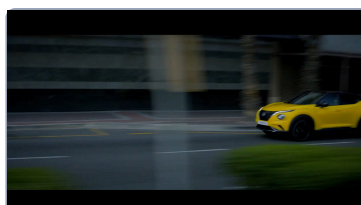
TV

Raw Creative Examples as Originally Aired - For Research Purpose



Juke TVC Aired in UK

OK



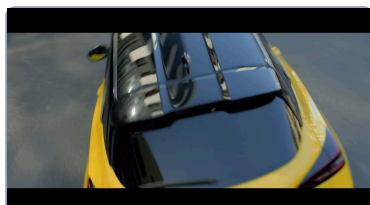
Juke OLV USP 2 Aired in UK

OK



Juke OLV USP 3 Aired in UK

OK



Juke OLV USP 1 Aired in UK

OK

In what language the raw creative example aired?

English

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

Images of Creative Work

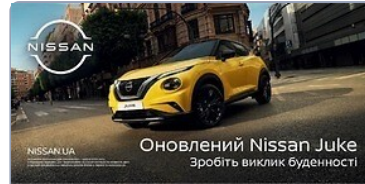
Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical

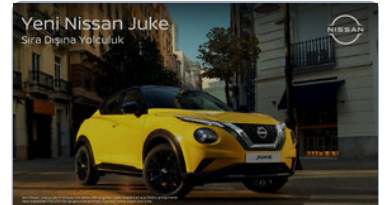
Requirements:
.jpg/jpeg format



Juke OOH France
OK



Juke OOH Ukraine
OK



Juke OOH Turkey
OK



Juke OOH Germany
OK

Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

For all creative work, the translation is:

New Nissan Juke

Defy Ordinary

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges