Introduce Honda Vultus to the millennial market
Create a meaningful experience
Data Capture

Solution
To make Honda’s futuristic bike the Vultus the star of the show, we ignited the relationship between Japanese design and Honda motorbikes by providing the Visual Voice platform to enhance the experience. Once immersed in Honda’s Neo Tokyo, the experience was personalised by interlinking Twitter. The image taken was tweeted, e-mailed and placed on the Vultus NM4 digital gallery. From the gallery, the audience could share their experience on social media, creating reach and amplification beyond Comic Con.