



## PRESS RELEASE:

### DTDIGITAL LAUNCHES “JAZZ PACKING” CAMPAIGN FOR HONDA AUSTRALIA

MELBOURNE, Australia – 28th July, 2010 – DTDigital today launched an integrated advertising campaign for Honda Australia. The campaign sets out to test the Honda Jazz’s “Fits anything you can imagine” tagline that was introduced in 2009. The campaign comes from International Young Gun Award winning creatives Emma Park and Jason Deacon of digital creative agency DTDigital.

“The fundamental product truth about the Jazz is undeniable - it is a small car with an incredibly spacious interior. Rather than buying an audience to communicate this message to, we set out to find a new, more relevant way of getting this message out there in the market”, says DTDigital’s Planning Director, Alex Campbell.

Armed with a pocketful of stereotypes and a webcam glued to Dan Ilic of Hungry Beast, DTDigital created a series of four short films that demonstrate exactly how much junk you can fit in a Jazz’s trunk. Featuring hipsters, ninjas, body builders and a surprise internet celebrity rapper, the tests are conducted under the safety goggled gaze of Rodney, a mad scientist with a clipboard fetish. After seeing the videos, the campaign invites viewers to suggest what they’d like to see packed into a Jazz.

“We wanted to take the stuff that our audience already talks about online and become part of that conversation”, says DTDigital’s Creative Director, Adam Morris, “And we wanted to enable them to participate in the campaign and create content. We’re excited to see what ideas they’ll come up with.”

With no mainstream media buy to speak of, Jazz Packing sets out to earn eyeballs by taking lots of stuff that Internet people like, shoving it into a car and creating a vaguely absurd product demonstration. “It proves the Jazz proposition in an unexpected way,” explains Alex Campbell. “Rather than rely on paid media, we created a fun campaign that encourages our audience to share with their friends.”

Visit <http://www.honda.com.au/jazzpacking> to see the videos and enter the competition for yourself.

DTDigital is part of Ogilvy Group Melbourne, and STW Group, Australia’s leading marketing content and communications services group.

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## CREDITS

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Agency: DTDigital  
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Planning Director: Alex Campbell  
Art Director: Jason Deacon  
Copywriter: Emma Park  
Group Account Director: Michael Trounce  
Account Manager: David McLaughlin  
Producer: Jemima Hambling

### Production

Production Company: Pedestrian  
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### Honda Australia

Advertising Manager: Jason Miller  
Assistant Advertising Manager: Melissa Altarelli  
Digital Marketing Manager: Corinne Wilson  
General Marketing Manager: Kevin Lillie  
General Manager Sales & Marketing: Stephen Collins