

# Nissan Quest



## Challenge/Objective 2003:

Historically, mini-vans have been characterized as predictable boxes on wheels and viewed as boring “mom-mobiles” that lack personality and style. Mini-vans are vehicles that families are forced to drive, not vehicles they want to drive. The objective is to position the all-new '04 Nissan Quest as the most innovative and versatile vehicle in its class

## Consumer Insight:

Culturally, Latinas are traditionally expected to make personal concessions to accommodate change in status, (marriage and children). These women would want to revive and embrace their former selves, (self-expression, independence), with their traditional new life.

## Advertising Strategy:

Update perceptions from traditional mini-van stereotypes to a modern woman by showcasing “the woman behind the mom.” Position Nissan Quest as this “vehicle.”

## Market Results:

- Intention to buy tripled**; (from 0.16 in Q1 '03 to 0.48 in Q4 '03 - the spot began airing in August and throughout the year)
- Reported share of shopping increased** (from 0.24 to 0.99)
- Sales tripled in August and September after spot aired**