

# The Hoverboard

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**The Hoverboard is finally here. After a few high budget prototype projects by Hendo and Lexus, Nissan are now commercially releasing an actual hover board that floats four inches off the ground. Boards are available from dealerships and online for as little as €2000 and run on a rechargeable battery.**

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**Brief:**

Create a poster campaign that launches the Nissan Hoverboard.

**USP:**

It's the only affordable one that exists!

**Audience:**

Target the youth and the extreme sports enthusiast. Male Female split is 50/50.

**Tone:**

Contemporary and cutting edge cool.

**Requirements:**

Take from the Nissan platform Innovation that excites. Use the Nissan logo and line Innovation that excites. Think of a name if you feel it helps your campaign.

**Deliverables:**

Three full page press ads.

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Set by Boys and Girls.