



7 TRIUMPHS OF NOKIAN TYRES

CHALLENGE

To introduce the new Nokian summer high-speed tyres for SUVs – Nokian Hakka Z SUV. To create a unique event that will surprise auto journalists, who are rather difficult to impress with a cliché presentation.

SOLUTION

Our concept was to run a live test drive for Hakka Z SUV tyres under the conditions of real rain, mud, fire and high speed. So, in front of an audience, we decreased the car, the tyres, and the driver by 30 times, and put it on a serious trial. LIVE TRIAL. Therefore, we evidently proved the tyres' excellent characteristics, such as high speed performance, side rim protection, temperature resistance, braking on wet surface, aquaplaning resistance, high mud passability, tear and cut resistance and strong grip.

The epic adventures of Hakka Z SUV was captured by 5 cameras and broadcasted onto 3 screens. LIVE.

RESULTS

The presentation was attended by 40 journalists from 30 Ukrainian auto publications and specialized auto programs on TV. The event received a wide coverage in Mass Media and resulted in 45 publications, TV airings and internet articles.

ON-STAGE ACTION



1 SPEED PERFORMANCE



2 SIDE RIM PROTECTION



3 TEMPERATURE RESISTANCE



4 BRAKING ON WET SURFACE



5 MUD TERRAIN PASSABILITY



6 CUT AND TEAR RESISTANCE



7 STRONG GRIP

