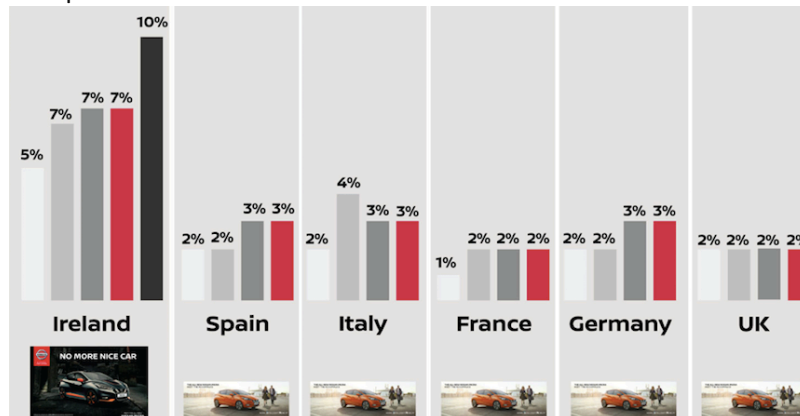


NISSAN MICRA - NO MORE NICE CAR

Sales increased by 106%, doubling Nissan share of the small car segment to 10% whereas other European countries maintained a 2-4% share after launch.



The film became a viral hit turning a generation of brand rejecters into brand supporters.

Campaign results

Ad World
Ad of the Week Nissan Micra - In The Company Of Huskies
The Londoners
The concept behind this advertisement is to show how the new Micra is different from the rest of the cars.

The Sun
"An emotionally uplifting video story about childhood bullying has become a huge viral hit for a young Dublin film director and its cast who have rewritten the book for how car commercials are made around the world."
- The Sun

Kilkenny People
New Micra is all grown up and it turns on the style
"Which brands won out last year? The Nissan Micra with its 'No More Nice Car' campaign, created by In the Company of Huskies. Its story showed how the new model challenged conventions as a leader in style, design and innovation"
- Marketing.ie

Her.ie
The new Nissan ad inspires viewers not to be held back by the preconceptions of others. And we absolutely love it!
- Her.ie

Business
Nissan changes up with unorthodox ad
"A video about childhood bullying has become a viral hit for a young Dublin film director and he used promoting the Nissan Micra. Thomas Mulvane, 26, made 'No More Nice Car', a two-minute film about the importance of family and not judging people and things as they appear for Nissan's In the Company of Huskies ad."

THE IRISH TIMES
New Nissan Micra redefines the expectations of history
"Sometimes a well-told story is all you need. At Christmas, we all enjoy seeing big brands doing the budget of a small nation in order to tell a story about family, acceptance or why it's rude to ignore your grandparents' phone calls."

campaign
No More Nice Car - Nissan Micra
A fine example of the kind of storytelling brands can accomplish without a Christmas-sized budget.


Best Ads
Nissan Micra: No more nice
"Nissan have unveiled a new ad for their new Micra and it's really special... we're seriously impressed, we'd take advertising that has a heart over the normal stuff any day."
- Buzz.ie

NEWYORK
New Micra is all grown up and it turns on the style - John Knox May 2017



Nissan
10 January at 14:00 · €

Introducing the New Nissan Micra. No honestly!



183,445 Views


Nissan Ireland
Yesterday at 08:18 · €

Rasta Man

Like Comment Share

Nissan
10 January at 14:00 · €

The New Nissan Micra features Bose speakers built into their headrests.



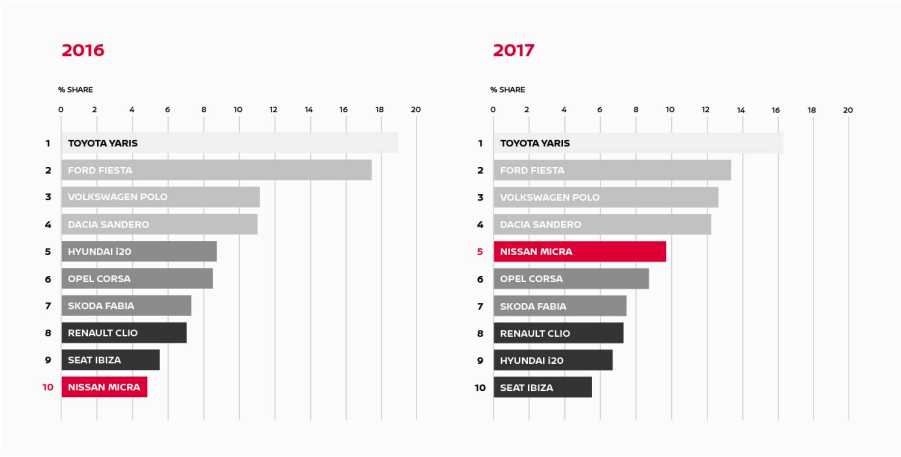
183,445 Views

Nissan Ireland
Yesterday at 08:18 · €

Rasta Man

Like Comment Share

Micra share of small car segment was 5% pre launch and post launch it doubled share to 10%.



2017 Micra launch sold double the amount of cars versus the launch in 2010.

