

WHAT HAPPENS WHEN YOU PUT KIDS IN THE DRIVER'S SEAT?

Renault discovered a whole family of influencers when it asked kids to help create its car catalogues.

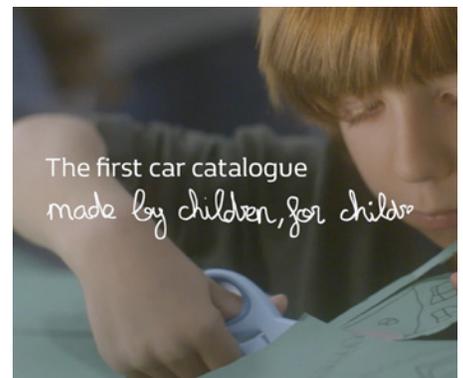
Nowadays, when parents make decisions the whole family gets involved – particularly when choosing holiday destinations and cars. When promoting the new Renault Scénic, the agency realized it needed to expand the target audience and add kids to the conversation. After all, they contribute to the purchasing decision, even if they're not paying for the ride.

Adult car buyers are torn between wanting something sporty or elegant, and needing something practical. Renault needed to make a practical vehicle choice more emotional.

So, they created two kinds of catalogue. One was aimed at grown-ups. The other was the first-ever car catalogue made by kids for kids – with a really interesting and convincing description of the car, because children use very different language and imagery to communicate.

Ten children attended workshops where they experienced the new car and explained its features and benefits in their own words and style, creating all the copy and images. In their version, fluorescent inks lit up the roads at night, there were pop-up landscapes to drive through, and plenty of stickers. They included hidden toys to discover, a recipe for cookies and a page where readers could draw their own Renault Scénics.

The first wave of success saw 120,000 brochures mailed, driving 37,836 users online, creating 42,846 sessions on site and a total of 61,493 interactions. Good things happen when you let kids do the driving because when a kid gets excited about something, parents do too.



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