



SuperFAD: Honda CRAVE Series



Beach | Chocolate | Coffee | Elvis | Popcorn | Snow

CRAVE Marketing Site (crave.honda.com): Site features user-generated content. Visitors can submit things that they crave in the form of a photo with a description. Crave submitters can also add tags to their submissions (such as "chocolate").

The crave-themed campaign celebrates the essence of consumer desires. Popular cravings like chocolate, ice cream and popcorn are juxtaposed with the all-new CR-V. The advertising targets young, active consumers who may be single or just starting their families.

Q&A with GERAINT OWEN

Where did you study?

Kings College, London

What was your major?

Spanish and Politics.

Were you involved in the new CRAVE (CR-V) commercials?

What software was used?

Yes. We used 3-D graphics, Softimage and After EFX.

How did you get involved in graphic design?

"The typical way anyone got in those days, as a runner."

Which is your favorite CRAVE?

I like "Popcorn." I think it is brilliant.

