

Local Works: Acura



The Client

Acura is a leading automotive luxury nameplate that delivers Precision Crafted Performance, an original approach to technology and design that creates a new driving experience.

Objective

Introduce the “NEXT” Acura ZDX to affluent male readers in Canada using spread creative.

Solution

Leverage the iconic Conde Nast brands with a targeted male audience, only in the Canadian market.

Geography

Canada

Recommended Media

Golf Digest, GQ, The New Yorker, Wired

