

HAPPY  
CONVINCED  
PLEASED

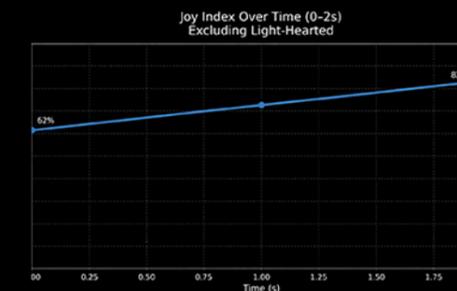
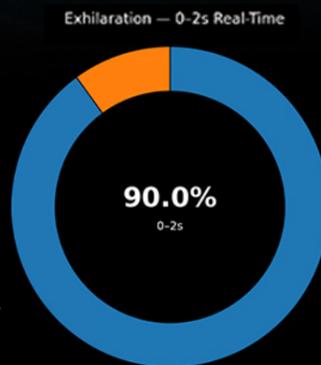
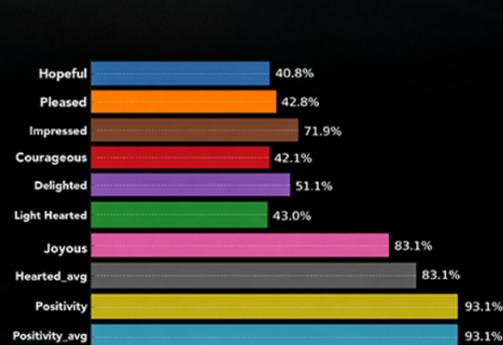


## BACKGROUND

The Honda Prelude has always had a passionate fan base. But as Honda prepared to launch the next-gen Prelude, enthusiasts questioned whether it could live up to the coupe's legacy of fun. We knew we couldn't just say it's fun. We had to prove it. But how do you prove an emotional response?

## SOLUTION

To prove the new Prelude was engineered for fun, we used AI-powered facial expression analysis in a way the category never had. As Prelude fans test-drove the coupe on a closed track, an in-car camera captured their organic, real-time reactions. Those expressions were analyzed by an AI system capable of identifying 98 affective states, allowing us to track emotional spikes—joy, excitement, and exhilaration among them. Proving that driving the Prelude triggers a genuinely fun emotional response.



## RESULTS

This novel, data-driven approach resonated with both enthusiasts and the broader market. The Prelude launch ranked in the top 1% of all tier 1 automotive ads measured this year by Ace Metrix and in the 99th percentile of all automotive ads ever tested. Proving that when strategy, storytelling, and technology align to solve a marketing problem, the impact can be extraordinary.