



2022 WPP TALENT AWARD Brief 3 – Bridgestone Mobox

Object

To develop the communication concept to improve the awareness of Mobox.

Context

As of today, when drivers need a new set of tires they have to buy it. Bridgestone is breaking this pattern with the launch of Mobox, the first-ever monthly tires subscription service.

Who is Mobox

Mobox is an all-inclusive monthly subscription service for tyres and vehicle maintenance, developed by Bridgestone. Mobox subscription offers premium new tyres , full competitive warranty and other premium vehicle related services at an affordable flat fee per month.

Mobox subscription comes in tailored packages, that are accessible online through central Mobox web platform that brings end customer to the selected retailers stores. Subscription process is completely digital (via customers smartphone) and quick.

Mobox is a Bridgestone brand.

For further information <https://www.myMobox.it/>

Insights

People don't want to be bothered with unexpected worries (like wasting time or delaying projects) and expenses that are related to tyre and vehicle maintenance. They look for reassurance in a simple one-stop-shop solution.

Benefits

- Providing drivers with a convenient solution that brings them peace of mind
- Taking care of every step of the tyre-related process by offering a complete range of quality products and services through high qualified retailers
- Giving access to premium tyres and services to drivers who don't feel comfortable making a one-time payment
- The full warranty on tires increases the peace of mind of end customers

Distribution Channel

Mobox can be subscribed in selected fitting station of Bridgestone network.



Advantages for dealer: to retain customers by extending the range of services, offer differentiation, higher profitability thanks to new services and premium tires.

Advantages for customers: to simplify the purchase of car maintenance' services with an all-inclusive package, financial peace of mind, premium product, digital and smart process and call center for support.

Current Digital Touchpoint: Facebook, Twitter, LinkedIn, Website

Goal

- **To increase the awareness of Mobox among target**
- **To tell the advantages for customers**

Communication target

Age: 25 -55 years old

Gender : men & women

Individuals, decision makers for tyre and car maintenance

Income: medium to high

People looking for smart choice

People open to innovative solutions

People interested in premium brand product

Deliverables

- **A creative concept, including:**
 - o **Key visual**
 - o **Headline**
- **Digital media plan**

Resources

TBD (logo, brand manual, font, storico asset)