

## TBWA\Helsinki unveils meme-inspired campaign for Nissan Nordic Europe

TBWA\Helsinki's latest ad campaign for Nissan Nordic Europe pokes fun at Finnish commuters' extended need for personal space at bus stops. The campaign images are inspired by the internet meme in which Finnish commuters are seen standing at regular intervals avoiding all interaction.

Nissan's Nordic Europe division uses the bus stop scenes to highlight their automatic distance control that regulates safety distance on the road.





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