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## TBWA\HAKUHODO-created “ProPILOT Mop” powered by NISSAN, Performed at NBA JAPAN Games 2022 Surprising the audience with the automated mop performance

TBWA\HAKUHODO created and launched a “ProPILOT Mop”, powered by Nissan’s driver assistance technology ProPILOT 2.0 delivering the audience an unexpected half-time experience at the NBA Japan Games 2022, presented by Rakuten & NISSAN, held from 30 September to 2 October, 2022.



Inspired by Nissan's slogan of “With the power of technology, accelerating the enthusiasm,” TBWA\HAKUHODO and Nissan executed a performance to demonstrate the advanced driver assistance technology ProPILOT 2.0, and to raise the overall fan engagement and excitement at the event “Saturday Night”, by hacking the interval time. Timed perfectly, when the fans' excitement calmed down, the unobtrusive cleaning staff appeared on court with their "ProPILOT Mops" and at just the right moment, the cleaners released the mops, which automatically traveled around the court floor - hands free, while the cleaners quickly revealed themselves as performer who danced alongside the mops.

Amazed at first, the spectators and players immediately cheered, capturing the magical moment of the automated technology Nissan had set in motion with their smartphones.

The performance is powered by ProPILOT 2.0 technology influenced by Nissan Intelligent Mobility - the company's vision for how cars are powered, driven and integrated into society. ProPILOT 2.0 technology enables hands-free route driving with high-precision map data, as well as consistent drive assistance all the way.

The ProPILOT Mop is the latest in a series of concepts inspired by Nissan Intelligent Mobility technologies, created by TBWA\HAKUHODO, including; ProPILOT golf ball, Intelligent Parking Chair, the ProPILOT Chair and the ProPILOT Park Ryokan (featuring self-parking slippers). All highly awarded and globally recognized brand experiences for Nissan.

By inputting the dimensions of the basketball court and incorporating a sensor-based function for precise positional control, the ProPILOT Mops cruises the floor automatically following a predefined route to its goal, recognizing the location information of the court and avoiding contact between mops or with obstacles even the multiple mops and dancers performing closely.

TBWA\HAKUHODO has produced a film to bring this performance to a wider audience and relive the excitement of the day. The film shows the splendid movements of the performers and the amazing performance of the ProPILOT mops, moving in synchronization as if by magic.

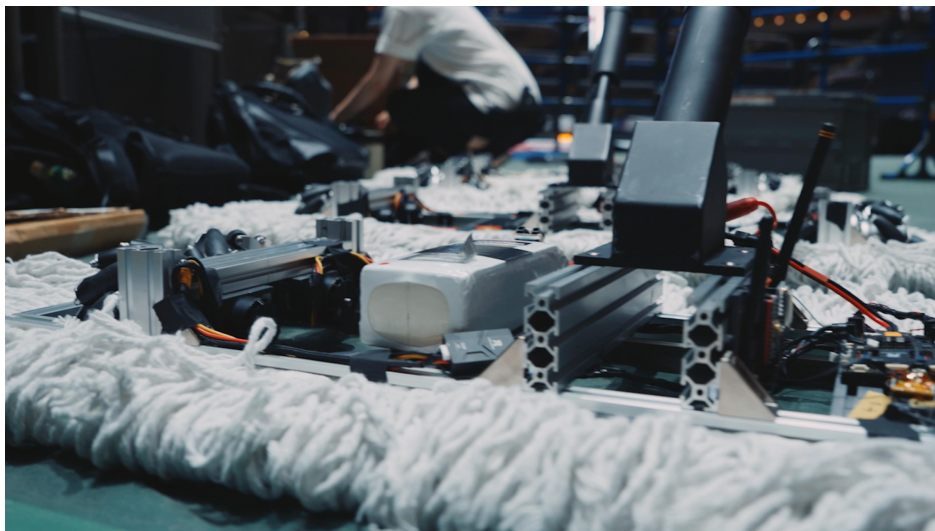
The film went public on Nissan's official YouTube channel, starting from 19 Oct, 2022.

URL: <https://youtu.be/n5GUAxjLnes>

**【Comment from TBWA\HAKUHODO Senior Creative Director Nobuhiro Arai】**

The first time I rode in a car powered by Nissan's ProPILOT 2.0 and took my hands off the wheel, I felt a sense of thrill and excitement that I had never experienced before. We focused our creativity on how to reproduce the surprise that Nissan technology gives, on the basketball court. At the interval of the match, the mopping and cleaning begins as usual - gradually, a strangeness begins to develop in the mopping movement, and finally the mops move around by itself after being released from hands just like magic. From the ordinary to the extraordinary, from humdrum to astonishment - When I saw and heard the audience's amazement, I was

convinced that it was a major turning point moment not only in the performance at NBA Japan Games but also a game changing moment in the audience's mind of what it is like to be powered by Nissan's technology.







## 【ProPILOT 2.0】

ProPILOT 2.0 is Nissan's advanced technology that supports the driver to enjoy driving on highways and freeways, letting them take their hands off the wheel. Designed for on-ramp to off-ramp (ramp-to-ramp) highway driving, ProPILOT 2.0 engages with the vehicle's navigation system to help maneuver the car according to a predefined route on designated roadways. It is the world's first navigation technology to enable hands-off driving while cruising in a single lane.

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■ About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA's DISRUPTION(R) methodology, a global network spanning over 100 countries/regions and Hakuhodo's in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high-quality solutions to all of our clients - solutions that cause change and have the power to get noticed.

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