For those in the know, the name Honda is synonymous with good and reliable engines. Honda has always kept its pulse on innovation: at the height of the energy crisis in 1973 it managed to produce the stratified charge engine, similar to the diesel system but using petrol. It was also the first to produce a four wheel steering passenger car with rear wheel steering in the opposite direction. Even though as a manufacturer it is nowhere near as large as other car companies, Honda is still allegedly the largest engine maker in the world producing over 14 millions internal combustion engines every year. In fact, the company's strategy is studied in business schools as a sui generis.

Honda started exporting to the US in the 1960s as a small concern, it opened offices in California and managed to establish itself in a short period of time as a strong competitor. Whether that was due to its marketing, the hard work of its staff, or both, is still an open question. At any rate, 'The power of dreams' has, aptly enough, long been its official slogan, having assumed various reincarnations up until its latest award-winning 'Hondamentalism' campaign, the brainchild of Wieden & Kennedy London.

**TESTING GROUND**

The UK market seems to be the privileged testing ground of Honda’s advertising experiments, and the company has adopted so many different ways to publicise its products extending the reach of the Honda Civic marketing campaign. It is enabling people to experience what a Honda feels like from one of their most personal and closest touch points - their iPod,” comments John Goodbody, the web manager at Honda.

But wasn’t Honda’s Civic a huge success amongst drivers because of its comfort, safety and decent consumption rates, rather than the visual spectacle that announced its arrival? The media have been interested in Hondamentalism partly because it has received much in the way of praise and prizes, yet however innovative, the car manufacturer's marketing strategy is so multimedia that you need to have at least two pieces of equipment to be on message and grasp their concept: only committed customers are welcome to savour it.

Soichiro Honda was the original hondamentalist, a man who loved racing and extreme engineering. Pushing bikes, cars, and boats to their limit.

Eking the most potential out of everything. Down to the smallest nut or bolt. This is Hondamentalism. [Official website]