

Nomination: 19484

Driving a Car with Your Eyes? That's Not Just an Evolution, It's a Revolution

Page: General Information
Name of Organization / Company BCW Global
Logo Download File (https://asiasteveawards.secure-platform.com/file/29640/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUkiOiJpYjoyOTY0MCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm93505795_BCW_primary_w_name_green_CMYK.jpg)
Web Site Address https://www.bcw-global.com/locations/hong-kong-sar-china (https://www.bcw-global.com/locations/hong-kong-sar-china)
Page: Entry Information
Entry Title Driving a Car with Your Eyes? That's Not Just an Evolution, It's a Revolution
Category C01 - C12 Award for Innovation in Communications / PR > C06. Award for Innovation in the Use of Events
Submission Format An Essay of up to 625 Words

Essay

The Context

HONOR was launching its new AI-powered smartphone with eye-gaze technology at MWC 2024.

The world-leading consumer tech show is full of brands launching weird and wonderful gadgets, from dancing robots to transparent laptops, and only the zaniest get airtime. HONOR's launch came at a time when everyone was talking about AI. How could we stand out?

Objectives:

- Media: Secure 200 pieces of coverage, focusing on EU and UK

- Perception: Position HONOR's AI technology as era defining; and HONOR as a leader among global tech giants.

Insights:

1) Phones were once only used for calls and texts. Then the mobile internet revolution struck, opening a world of information at our fingertips. There's a difference between evolutions and revolutions; how could we prove HONOR's technology is revolutionary?

2) Consumers already use their smartphone to interact with household devices via touch and voice controls. But eye control is still in its infancy. How could we showcase this novel technology on a much grander scale?

3) There's a surge in interest in autonomous vehicles. Nothing gets pulses racing like the revving of a car engine. How could we tap into this topic to showcase HONOR's technology?

The strategy:

Prove HONOR's smartphone AI was revolutionary, not evolutionary;

1) Dramatize the technology by using it to control something bigger, faster and wilder than usual. Create impact by stepping away from the familiar ways of controlling devices (through touch and voice), to a more unexpected method: eye control.

2) Ride on a hot topic taking the industry by storm; autonomous vehicles.

The Big Idea:

We launched an exclusive experience at MWC, inviting journalists to drive a car by simply looking at our smartphone screen, using HONOR's AI-powered eye-gaze technology

Execution:

We identified an automotive engineer and collaboratively created an app on HONOR's smartphone. The app allowed users to remotely drive a car by looking at different icons to ignite the engine, drive forwards, stop, and reverse back to its original position.

We invited journalists to experience eye-controlled driving, with HONOR representatives on-site to tell the story behind it. Prior to the launch, we partnered with influential car magazine Autocar, who teased the campaign on YouTube.

Results:

- 3,500+ pieces of coverage (from 29 February to 20 March).

- Over 5 minutes of dedicated earned airtime on BBC Click, alongside hits on Reuters, CNBC, AP and more, comparing HONOR to the world's tech leaders.

- Brand SOV increased from 23.75% (average for 2023) to 35.56% by the end of the campaign, surpassing other top Chinese smartphone brands.

- 2.1m+ campaign video views (without media buy).

- 30K+ social engagements

Business Results:

- +660% sales of HONOR Magic V2 compared to its predecessor during first 8-weeks of launch.

- + 570% HONOR Magic6 Pro pre-sales subscriptions in EU compared to its predecessor.

Perception Result:

"This could be transformational for the way in which we use devices in the future." – Ben Wood, Chief Analyst, CCS Insight on BBC Click, BBC's marquee technology show

"I want to take a moment to acknowledge how cool it was to experience Honor's eye-tracking tech. It felt like my eyes had a new set of powers...adding eye-tracking into devices creates new possibilities for people." – Katie Collins, CNET, Global technology outlet

"It's quite an eerie experience, moving this gasoline-powered machine by sheer force of vision... it serves as a conversation starter for HONOR's plans with this technology." – Manuel Vonau, Android Police, Top-tier mobile vertical

"AI can handle some mind-blowing tasks but I never imagined it enabling people to drive cars using their eyes. It's a feature that could eventually be a life-changer for people with disabilities." – Jamie Harris, The Sun, UK's most-read newspaper

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in communications or public relations since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

Download File (<https://asiastevieawards.secure-platform.com/file/29756/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyOTc1NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yrg8Uzkm8k0nJbWQ9v2CrPwQrh2VinVzyPKvAhtR8?Stevie%20Awards%20HONOR%20Case%20board.pdf>)

File 2

Download File (<https://asiastevieawards.secure-platform.com/file/29755/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyOTc1NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yStevie%20Awards%20-%20Written%20Entry.docx>)

File 3

Download File (https://asiastevieawards.secure-platform.com/file/29754/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoyOTc1NCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yE0dCgdq6LQQLc3BcMcFQ0FPQ52Wm5DBtM?BBC_click_HONORMagic6.mp4)

File 4

No File Uploaded

File 5

No File Uploaded

File 6

No File Uploaded

File 7

No File Uploaded

File 8

No File Uploaded

File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://www.thesun.co.uk/tech/26292640/honor-magic-pro-6-drive-car-eye-tracking/> (<https://www.thesun.co.uk/tech/26292640/honor-magic-pro-6-drive-car-eye-tracking/>)

URL 2

<https://www.dailymail.co.uk/sciencetech/article-13127469/Honor-AI-eye-tracking-smartphone-looking-screen.html> (<https://www.dailymail.co.uk/sciencetech/article-13127469/Honor-AI-eye-tracking-smartphone-looking-screen.html>)

URL 3

<https://www.reuters.com/technology/chinas-honor-globally-launches-ai-enhanced-magic-6-pro-smartphone-2024-02-25/> (<https://www.reuters.com/technology/chinas-honor-globally-launches-ai-enhanced-magic-6-pro-smartphone-2024-02-25/>)

URL 4

https://www.cnet.com/tech/mobile/i-controlled-honors-magic-6-pro-phone-with-just-my-eyes-it-felt-like-wizardry/#google_vignette (https://www.cnet.com/tech/mobile/i-controlled-honors-magic-6-pro-phone-with-just-my-eyes-it-felt-like-wizardry/#google_vignette)

URL 5

<https://www.tomsguide.com/phones/i-just-controlled-a-car-using-honor-magic-6-pros-eye-tracking-tech-and-it-blew-my-mind> (<https://www.tomsguide.com/phones/i-just-controlled-a-car-using-honor-magic-6-pros-eye-tracking-tech-and-it-blew-my-mind>)

URL 6

<https://www.cNBC.com/2024/02/25/honor-shows-off-tech-in-magic-6-pro-to-control-a-car-with-your-eyes.html> (<https://www.cNBC.com/2024/02/25/honor-shows-off-tech-in-magic-6-pro-to-control-a-car-with-your-eyes.html>)

URL 7

<https://techwireasia.com/02/2024/honor-magic-6-pro-features-eye-tracking-ai-to-control-cars/> (<https://techwireasia.com/02/2024/honor-magic-6-pro-features-eye-tracking-ai-to-control-cars/>)

URL 8

<https://www.youtube.com/watch?v=zAJnrWQB3iM> (<https://www.youtube.com/watch?v=zAJnrWQB3iM>)

URL 9

https://www.youtube.com/watch?v=CTQOPXVxU_g (https://www.youtube.com/watch?v=CTQOPXVxU_g)

URL 10

<https://www.youtube.com/watch?v=klLeMo0BD3A> (<https://www.youtube.com/watch?v=klLeMo0BD3A>)

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree