

Creating Usedphoria

CarBravo isn't selling a thing. It's selling a feeling—a rare combination of happiness, confidence and trust. With maybe a dash of glee thrown in for good measure. This feeling, usedphoria, is at the heart of our TV campaign.

We created spots that bring usedphoria to life through a memorable mix of fantastical elements that help highlight the real-world benefits CarBravo provides. Life simply becomes more extraordinary when usedphoria takes hold.

