

# Leo Burnett and Fiat have family car reviewed by kids

Youngest car journalists in the world review new Fiat Freemont

**Leo Burnett Brussels created a new campaign to launch the new Fiat Freemont. A car meant for the whole family should be reviewed by the whole family. That's why Leo Burnett Brussels first launched a PR stunt featuring the youngest car journalists (8 years old) and their car review on Autokanaal.be. Followed by a test panel (average age 5 years old) checking out the car in online videos.**

Even family cars are always being reviewed by the same male middle aged car journalists with a sports car fetish. Any serious family car, like the Fiat Freemont, should therefore pass the test by children and their razor sharp judgement.

Leo Burnett Brussels created a PR story featuring Erwan Bouwmans en Elvis Los, two Antwerp boys aged eight (°2003) who were the first Belgian journalists to get their hands on the new Fiat Freemont. Just this once, they could work as editors at the Autokanaal.be staff, one of Belgium's biggest automotive websites (10,000 visitors/day).

E-mailings were sent with web videos featuring a junior test panel turning the Fiat Freemont inside and out like only 5 years olds can. In the Fiat showrooms there was a special corner for mothers and fathers who could be safely left to wait there while the kids would check out the Fiat Freemont on their own. Kids had their own information panels at their height and without any useless data such as engine power, fuel consumption or net price, but with highly interesting facts such as Lego blocks storage capacity, or the number of drink cans they could keep in the back. Now that's relevant when you are six years old.



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