

Nobe – A modern classic yet to be created

Challenge

Launch of an unknown brand and its product internationally
Finding investors in the circumstances where apart from the idea there were only a strong intent and a gypsum model.

Objective

The objective of the hybrid campaign was to create an international and local impact to introduce the brand and the product with the aim of finding investors and potential first buyers. At the same time, the objective was to raise enough money to build the first prototype of Nobe 100 electric car and create the initial production capacity.

Strategy

The communication was based on the story of Nobe, supported by the following: charismatic creator-leader, timeless design of a timeless vehicle, innovation, environmental benefit, and lifestyle.

Results

Crowdfunding campaign earned 500% more than the expected 300k
More than 500 coverages all over the world
130 coverages in Scandinavia and Estonia
263 investors
Found star Investor Peter Vesterbacka
6 sold cars
Stories in Reuters, Yahoo, CNN, ABCNews...

Crowdfunding campaign earned **500%** more than expected total **300k!**

263 investors

More than **500** coverages all over the world

Stories in **Reuters, Yahoo, CNN, ABCNews...**

