

ATTIK AND SCION ENLIST “LITTLE DEVIANTS” TO HELP NEW xD MUTILATE CONFORMITY

SAN FRANCISCO – June 25, 2007 – Together with Scion, global creative and brand-engineering agency ATTIK (www.attik.com) today detailed their multifaceted marketing campaign promoting the distinctively aggressive xD five-door urban vehicle, the newest model from Scion. The campaign’s first elements launched over the past several days, and new elements will continue to play out over the months ahead.

In close cooperation with the Scion marketing group, ATTIK’s creative team under the direction of co-founder and group creative director Simon Needham developed the new xD campaign. The new creative continues Scion’s legacy of reaching urban trendleaders with innovative entertainment highlighting the customizability of the brand’s models.

“Because the xD is brand new, we’re establishing its attitude and identity,” Needham began. “Everything in this campaign conveys the message that the character of the xD is a little bad-ass. We use a contemporary animation style, and some very unique elements, to spin a narrative in a way that we feel is bound to entertain our target audience and bring smiles to their faces – driving interest in this model and gaining even more brand recognition for Scion.”

The Little Deviant campaign uses an array of innovative elements to convey a sensational narrative to underscore the xD’s non-conformist personality. These facets include a cinema spot that debuted in key markets on June 15, the www.LittleDeviant.com interactive website that launched the same day, a pop-up Spectacular print ad appearing in select July print magazines, a banner campaign and other guerilla activities set to kick-off in early July. In the storyline, the xD’s virtual accomplices – a number of uniquely monstrous little Deviant characters – torment “Sheeple,” conformist clones who paint the world and its inhabitants a dull gray. The xD itself unleashes Deviants from underground, and through the campaign’s website, visitors can join the mischievous gremlins in customization... all in the spirit of replacing dreary compliance with vibrant creativity.

Promotional elements set to fuel street teams’ activities next month include custom-published Deviant comic books, die-cut hanging Deviant characters, wildpostings, missing Sheeple posters and other branded merchandise. Online at www.LittleDeviant.com, “The Book of Deviants” is introduced using the same pop-up style of the campaign’s Spectacular print ad. Visitors are invited to play along in an interactive adventure to help the deviants take back the city from the Sheeple’s boredom and conformity. Each of these elements feature character illustrations commissioned by ATTIK from emerging artist Dave Correia.

The campaign's launch spot, an animated :60 in-cinema ad entitled "Fable of the Deviants," was conceived by ATTIK's Needham, creative director Wayne Hanson, art director Greg Coffin and copywriter Mike Brenner. Working with ATTIK's senior producer Michele Morris and producer Jay Cortez, the team at bicoastal design/production studio Shilo brought the spot to life. Featuring original music from bicoastal Face The Music, the spot's voiceover uses metered rhyme to accompany the stunning visuals and music in introducing the Deviants and the xD, as well as the Sheeple and the plot against them. Complete credits for "Fable" are available upon request.

"Scion is launching a new car in the compact car segment, where the majority of the small cars that are out there are marketed in terms of them being fun, cheeky, cute and that sort of stuff," Needham explained. "In typical Scion form, we tend to go against the grain and be more irreverent; we don't mind being bad. The whole thing is just about establishing the car as a little deviant, and we want to bring out the deviant or naughty side of our audience."

Having earned Scion's creative duties in 2002, the rapidly growing, youth-focused agency has expanded its capabilities exponentially, both in the U.S. and abroad. ATTIK's project team for the campaign also includes account director Charlie Adams, senior account manager Andy Giles and VP interactive media Justin Smith. ZenithOptimedia handles media on the Scion account.

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