

# ATTIK AND SCION KICK-OFF NEXT-GENERATION SCION MARKETING STRATEGY, OPEN DOORS INTO INNOVATIVE xB CAMPAIGN

## Campaign Breaks New Virtual Ground in Automotive Marketing

**SAN FRANCISCO – (Feb. 28, 2007)** – Together with executives from Scion, global creative and brand-engineering agency ATTIK ([www.attik.com](http://www.attik.com)) today announced the launch of the next phases of its multifaceted marketing campaign promoting the all-new 2008 Scion xB. ATTIK developed the xB marketing campaign under the creative direction of Simon Needham, the agency's co-founder and group creative director.

“In support of the next generation xB we kicked-off an innovative pre-launch marketing campaign to celebrate the vehicle's most recognizable attribute—it's boxy shape,” confirmed Needham.

“Over the past few years, Scion has set a new standard in the automotive industry for engaging customers,” added Mark Templin, Scion vice president. “This phase of the campaign unveils an array of multi-targeted online and offline elements and events which are designed to create completely original xB experiences within Scion's target market.”

The focal point of the pre-launch campaign went live last Friday at [www.want2Bsquare.com](http://www.want2Bsquare.com), where the “square” universe is represented inside an engaging, entertaining, multidimensional web experience. There, visitors are encouraged to explore an expansive world, play games against other visitors, view a wealth of video content celebrating the xB's boxy shape, and discover other quirky experiences. These actions lead to the accumulation of points that can be redeemed for an array of prizes ranging from Scion key chains to DJ turntables.

“The xB will have a subtle but constant presence inside this virtual world,” said Templin. “Animated versions of the xB will be organically integrated into the content, and some games will creatively use xBs in the game play. Every xB that appears will be actionable – at times linking to our main site at [www.Scion.com](http://www.Scion.com).”

The site also allows visitors to build and use their own musical playlists and invite friends to visit specific realms. Four of the community's six discrete “worlds” are now open with two additional worlds set to open over the next several weeks.

“No one has tried to pull off a site like this before for a marketing function, incorporating social games, custom video content and a marketplace/affinity system,” confirmed Justin Smith, ATTIK's Vice President interactive media.

Other pre-launch campaign elements showcasing the campaign's boxy theme and driving traffic to the [www.want2Bsquare.com](http://www.want2Bsquare.com) site include a :60 cinema spot entitled “Surgery” which debuted in cinemas across the U.S. last Friday, scores of unique guerilla marketing activities and elements, events, and viral films.

The viral films are featured on [www.want2Bsquare.com](http://www.want2Bsquare.com) and are the result of a brief ATTIK distributed to more than a hundred of the world's most talented emerging artists and creative production entities. The brief called for a boxy theme and was left open for creativity. Seventeen of the 140 treatments that came back were given a green light, and the resulting projects are featured on the site.

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 creative director Wayne Hanson, account director Charlie Adams, senior account manager David Murphy, print production manager Chris Streeter and senior broadcast producer Michele Morris and broadcast producer Jay Cortez. ZenithOptimedia handles media on the Scion account.

“The launch of this campaign represents a great effort on the part of every team member,” concluded Needham. The innovative marketing strategy, and creation and delivery of such uniquely creative marketing assets are a testament to the talents of Scion, ATTIK, and everyone involved in bringing this campaign to fruition.”