



Agency Partner



Campaign

Scion – Unlock The TC

Target

Gen Y Males
Racing/Drifting Enthusiasts
Gamers
Car enthusiasts

Campaign Duration

Eight Weeks



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Unlock The TC; Win A 2011 Scion TC

News

Posted on 05/11/2010 10:36 by Alexander
Filed under: Scion | Coupe | Scion TC

UNLOCK the TC ROAD TRIP
YOU COULD WIN a 2011 Scion TC

MY CREW

START ROAD TRIP

INSTANT WIN GAME >>>>
GET A CHANCE TO WIN PRIZES ONLY

TopSpeed

Gamers, start exercising those thumbs. Do whatever stretches, twists, tums, and other preparations necessary to ready yourself for the most rewarding game one can play. **The Unlock The TC Road Trip Game** is an 8-week interactive online and real world competition that will allow players to battle it out for a chance to win a 2011 Scion TC. The pre-registration began yesterday and will continue until June 1, 2010 when the game goes live. Any player who pre-registers will also receive a bonus instant-win play where a player can win 1 of over 140 prizes being offered.

Four finalists will win a trip for two to the VIP party in Los Angeles where they will compete to win a sweet 2011 [Scion TC](#).

Hit the jump for the full story including where to go to register!

As a reminder, the 2011 Scion TC comes with a 2.5-liter inline four-cylinder engine that delivers a total of 180 hp (19hp and 111lbs.-ft. or torque more than the previous model) coupled to either a six-speed manual transmission with improved shift-feel or a six-speed automatic with two additional gears and sequential shift.

So, get off those butts and check out [unlockthetc.com](#) to preregister for this awesome opportunity.

Objectives

- Urge entries in the *Unlock The TC* contest
- Drive interaction with Unlock the TC “casual adventure” online game

Strategies

- Secure blog placement surrounding the contest and game
 - Blog coverage ultimately spilled over to Twitter
- Message Board Seeding to engage with Scion enthusiasts
- Social network seeding to get the word out to niche networks
- Grassroots syndication of content was generated as a result of our direct efforts

Results

- Created 80+ million campaign impressions
- Measured an overall reach of campaign materials to 32+ million
- Resulted in high percentage of Dealer Contact
- Created over 1,800 campaign posts
- Placement on 600+ Blogs

Contest: Unlock Your Own 2011 Scion tC On A New, Virtual Road Trip

By **Richard Read**
Reporter
May 25th, 2010

1,732 Views
comment now!

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Scion's 'Unlock the tC' game

Enlarge Photo

Road trips, scavenger hunts, missions, adventures: apparently, these are the things kids love. So it's no surprise that Scion -- which boasts some of the youngest buyers of any automaker in the U.S. -- has developed an online game that uses each of those elements to promote the all new, 2011 Scion

