



## Agency Partner



## Campaign

Scion – Unlock The TC

## Target

Gen Y Males  
Racing/Drifting Enthusiasts  
Gamers  
Car enthusiasts

Campaign Duration  
Eight Weeks



no boring cars  
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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

Gamers, start exercising those thumbs. Do whatever stretches, twists, turns, 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 online 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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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

Scion's 'Unlock the tC' game

