



Agency/Client

Saatchi & Saatchi for Toyota Canada

Brand

Toyota Matrix

Industry

Automotive Manufacturer

Application

PixGaming

Region(s)

Montreal, Toronto and Vancouver

OBJECTIVES

- Generate a buzz for the new "Potentialmatic" humoristic campaign with key influencers in three major markets.
- Create awareness for the Matrix 2009 new model and encourage consumers to book test drives.

SOLUTION

- Teams of four Pixman and two female greeters were deployed simultaneously for a long weekend in trendy areas of three major Canadian markets to reach young urban males.
- The interactive Pixman played a Toyota television commercial and invited consumers to test their Potential in a unique Pixman version of the "Potentialmatic" flash game. This required brand ambassadors to improvise and personalize the "Potentialmatic" game for each consumer.
- Consumers were also able to download a mobile version of the game via SMS to book a test drive.
- The costumed teams also wore branding on the PixMonitor with the SMS code on the backpack poles to make stand out of the crowds.

RESULTS

- Campaign successfully launched simultaneously in three markets.
- PixGaming attracted large cheering crowds. The personalized interaction lasted on average two minutes and consumers had a memorable experience.
- The Pixman teams were able to change locations to ensure they were in each city's busiest areas on any given day.
- Overall, the Pixman teams generated over 150,000 impressions and generated over 50,000 "Potentialmatic" interactions.