

## **Machado | García-Serra | Publicidad**

### **Scion**

#### **Creative Brief**

Southeast Toyota Distributors wanted a regional launch campaign to introduce Scion, Toyota's new division targeting the Gen-Y consumer, and its two models, the Scion xA and Scion xB.

#### **Creative Solution**

In order to reach the youth target, a creative campaign was developed for Scion using a music genre growing in popularity called "Reggaeton". The theme/tagline of the campaign was "Múevete", an invitation to the young consumer to try these new and exciting vehicles.

#### **Evidence of Effectiveness**

Due to the success of the "Múevete" campaign in South Florida, the campaign was exported to other U.S. markets, including New York, Denver and Alabama.