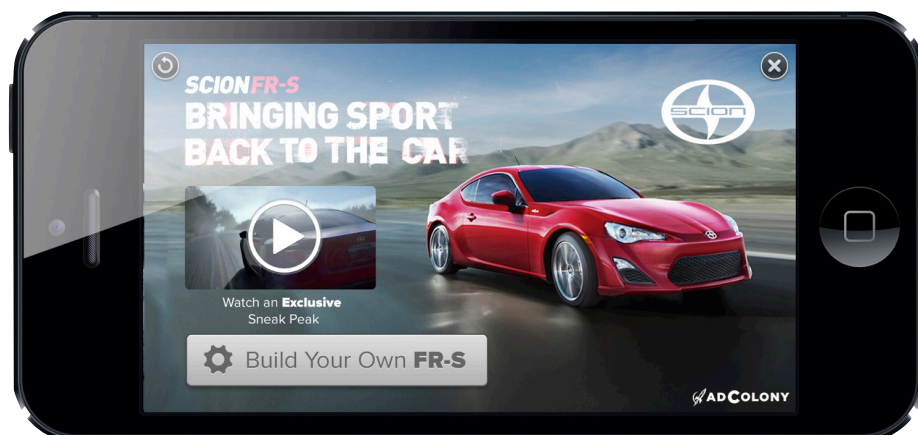


Scion FR-S Brings Sport Back to the Car with High Impact Mobile Video Ad



THE OBJECTIVES

- **Introduce the Scion FR-S coupe**, the driving enthusiast's answer to an affordable, edgy, high-performance sports car
- **Reach an engaged mobile audience** when and where they're most likely to check out the new model & personally identify with the campaign
- **Amplify the brand's new creative** for "Bringing Sport Back to the Car" with a high impact ad execution to generate awareness and purchase consideration
- **Further engage consumers** with a lean-forward, interactive ad experience tailored for mobile

THE EXECUTION

- **Leveraged AdColony's Instant-Play™ HD mobile video ad network**, where videos load without ever buffering across a network of the hottest iOS & Android apps
- **Full screen 15-second video ad** conveyed the power of the Scion FR-S with a high-quality, high-impact HD execution
- **Custom video end card** allowed consumers to tap through to watch exclusive Scion video content upon viewing the 15 second HD video ad
- **Encouraged further engagement** with the brand by allowing users to "Build Your Own FR-S" via the video end card

THE RESULTS



13,000,000 +
Completed
Video Ad Views



55,000
Hours of Video
Ads Watched



#1
Mobile Video Ad
(2012 Digiday
Video Awards)



130,000
Taps To Further
Engage With The
Product