



AUCTION
MAJOR VIDEO EQUIPMENT SALE
Online Only

Publicity Wire News :: Zeus Leads New Cross-Media Campaign from ATTIK and Director Simon Needham for Limited Edition "High Voltage" Scion tC



The news release distribution service for the filmmaking, commercialmaking, entertainment, TV, online & mobile motion picture production and postproduction industries. Targets delivery of releases to critical vertical market while establishing your release in vital SHOOT "Industry Database of Record."

Login Box

User Name:

Password:

Remember:

[Register](#) | [Forgot](#)

Zeus Leads New Cross-Media Campaign from ATTIK and Director Simon Needham for Limited Edition "High Voltage" Scion tC

Category: New ScreenWork Releases (commercial, film, TV, online, etc)
Options:

Publicity Release Posted: June 27, 2011 15:19:44 EST



Sponsored links

"Like" SHOOT on Facebook to Post & Tag After you log in just click "Like" to post comments, pics, or work. Be cool.
CURRENT SHOOT PRINT ISSUE PDF AVAILABLE FOR FREE DOWNLOAD
 Read, View Work, & Download the Digital PDF version of SHOOT.
EVERYONE HAS A STORY... "SPW IT" IN YOUR OWN WORDS! SPW is a powerful low-cost PR tool reaching film, entertainment, commercial & TV content creators. And, of course, journalists, bloggers & news aggregators. The SHOOT Publicity Wire.... TRY IT YOU'LL LOVE IT... Join the growing list of happy clients. NOW is the ideal time to try it - get your story out there!
 Follow SHOOTonline & The SHOOT Publicity Wire on Twitter: Follow SHOOT & you'll get all site updates (SHOOT Tweets) on your homepage, your phone, or any application (like Tweetie, Twitterberry, etc.) you use.
SHOOT NEW DIRECTORS SHOWCASE 2012 WEB REEL HERE
 Need New Helmer Talent? Check out the "Class of 2012"... View. Share. Comment.

SAN FRANCISCO, June 27, 2011 | SHOOT Publicity Wire | --- Global creative agency ATTIK (www.attik.com) is very proud to announce the launch of its new cross-media campaign for Scion and the limited edition Scion tC Release Series 7.0. Only 2,200 of these "High Voltage" tCs will be created, with each one featuring a customized TRD body kit, push button ignition, glossy black alloy rims and other design accents inspired by Greek mythology's father of all Gods and men, Zeus.



Scion tC Release Series 7.0 "High Voltage" out-of-home ad, courtesy of ATTIK.

Working closely with Scion, ATTIK's creative leaders for this project included co-founder and executive creative director Simon Needham -- who directed the campaign's broadcast spots and a series of *behind the scenes shorts* starring Zeus -- as well as creative director Ron Lim, digital creative director Jacob Ford, art director Michael Cornell and copywriter Andy Sciamanna.

"When we looked at all the unique features of the High Voltage tC, we felt like it was something Zeus could have made," said Needham. "Luckily, he was into it and available... so we set out together to show off this stunning tC in fun and humorous ways. This is the biggest campaign in history for any Scion Release Series model, and we are very grateful to everyone at Scion for trusting us and supporting our ideas on this scale."

The campaign's spots and the *behind the scenes shorts* recently debuted at www.YouTube.com/Scion and www.facebook.com/scion, and the *spot* is scheduled to premiere on television tonight. It stars a very lighthearted Zeus on his Mount Olympus throne, who describes himself as the God of Awesome -- and then creates the High Voltage tC using his legendary lightning bolt. With the help of a lovely Muse, Zeus has a great time driving the tC and highlighting its features.

Subscribe to SHOOT
 Digital Newspapers to stay connected...
DON'T MISS VITAL INFO
 Email:

"The 2011 tC is one of our best selling vehicles, so we know this limited edition is something young buyers will be especially excited about," explained Jack Hollis, Scion VP. "Our creative partners at ATTIK continue helping us connect with our target audience with fun, colorful and engaging content, while presenting Scion's new releases in very smart ways."

TV placements will air "High Voltage" well into September on Adult Swim, CBS Sports, Current, Comedy Central, FX, FUEL TV, G4, IFC, and other targeted networks, including many MTV channels. Radio, print, online and outdoor placements will also target young men. The brand's YouTube and Facebook fans will continue to be the first to see behind the scenes spots, plus other materials and offers to be released over the days ahead. Zenith Optimedia handles media for Scion.

"I'm psyched that Zeus made time in his schedule to promote his tC. He's got a pile of endorsement offers as high as Mount Olympus," added Ron Lim. "This Scion campaign would not be the same without the majesty that only a Greek God can provide. And this is just the tip of lightning bolt. We'll be seeing more of him in the coming weeks."

ATTIK's campaign credits also include account director Katie Stout, account manager Jenni Lucero, and senior account executive Abby Green. Among the agency's many project partners for this campaign, top credits go to director of photography Jordan Valenti, production company Hazel, editor Patrick Sheffield at Pistolera Post, animation, VFX and finishing company Brewster Parsons, music and sound effects company Music Collective, and composer Scott Liggett. Full project credits are available upon request.

More information on the Scion tC Release Series 7.0 is available at www.scion.com/rstc.

About ATTIK

ATTIK (www.attik.com) is a global creative agency focused on developing integrated advertising, digital and branded experiences. Specifically, the agency's expertise in strategic planning, design, advertising, production, client service and research has driven extraordinary success across most consumer product and service categories. Articulating corporate brand strategy and designing creative solutions for advertising, below-the-line and online media, ATTIK ensures target audiences are vitally connected to client brands. For inquiries, please call Ric Peralta (Ric@attik.com) at +1-415-284-2600.

About Scion

Scion, from Toyota Motor Sales (TMS), U.S.A., Inc., was developed with a new generation of youthful buyers in mind. Scion's mission is to provide distinctive products, the opportunity to personalize, and an innovative, consumer-driven process at the retail level. The brand features three ground-breaking models with a wide array of standard features: the xD urban subcompact five-door, the iconic xB urban utility vehicle and the tC sports coupe. Scion will launch the all-new, premium micro-subcompact iQ in 2011. The Scion brand often applies new practices in all aspects of its business and pushes the creativity envelope with non-traditional advertising and marketing to engage young consumers. Scion also supports originality through its programs in the artistic community. For more information, visit www.scion.com.


Contact Info



Roger Darnell
DWA for ATTIK
Phone: 1.828.264.8898
[Contact Roger via email](#)

Craig Taguchi
Scion Public Relations
Phone: 1.310.468.3282
[Contact Craig via email](#)

Search Publicity Wire News

Search:

Filter by category: --- all categories --- 

News posted between:  and:  or [browse by category](#)

Get Results



JOSEPH FINN CO., INC.
AUCTIONEERS APPRAISERS
FAX 617-964-7927 Mass. License #216
188 Needham St., Newton, MA 02464 • 617-964-1886
www.josephfinn.com

Entertainment
Advertising
Television



Shootonline.com: The Website for Commercial, Interactive & Branded Content Production

[ABOUT US](#) | [ADVERTISE](#) | [COMMENTS](#) | [SHOOT FORUM](#) | [RSS](#) [XML](#) | [FAQs](#) | [LEGAL](#) | [REPRINTS](#) | [E-NEWSPAPERS](#) | [SUBSCRIBE](#)

© 1990 - 2012 DCA Business Media LLC All rights reserved.