

Dec 11-Jan 12 winner
ZenToZ

Client: Nissan

Creative Agency: TEQUILA
DIGITAL

Media Agency: Carat

Campaign type: Rich media

Industry: Automotive

Website

<http://370z.nissan.com.au/>

Campaign overview

www.vimeo.com/34998170

Campaign Information

To prove the new Nissan 370z is more exhilarating than you think, Tequila created an exhilaration scale, from Zen to Z.

They recruited a test subject, the Zen Master, who was hooked up to a heart-rate monitor. His exhilaration levels were tested with activities such as being on a high speed street luge or driving a tank through an abandoned house and finally being behind the wheel of the Nissan 370Z. The tests were captured as video content and distributed through an HTML5 website.

Users could also participate using Facebook Connect and were incentivised with test drives.

Judge's comment

Beautifully crafted, clever, and a great example of entertaining digital creative in the auto space.

