

Avis "911 Alphabet"

www.avis-porsche.com

CHALLENGE:

Avis is the car rental that rents the new Porsche 911 Carrera exclusively. A car that fascinates in every detail.

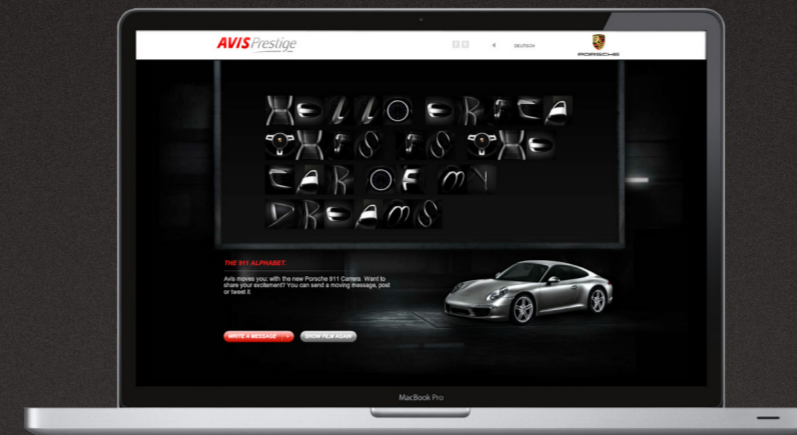
IDEA:

We created an alphabet out of the details of the new 911. On a microsite everyone could send their emotions with an E-Card made out of Porsche letters and download it as a Wallpaper.

We promoted the Porsche Alphabet online to more than 3 Million Porsche Fans on Facebook, on twitter, to carblogs and internet platforms and even with interactive billboards and Facebook games.

RESULTS:

More than 1.000 people wrote messages within the first week. Over 4.000 people visited our microsite. And the new 911 was fully booked at Avis.



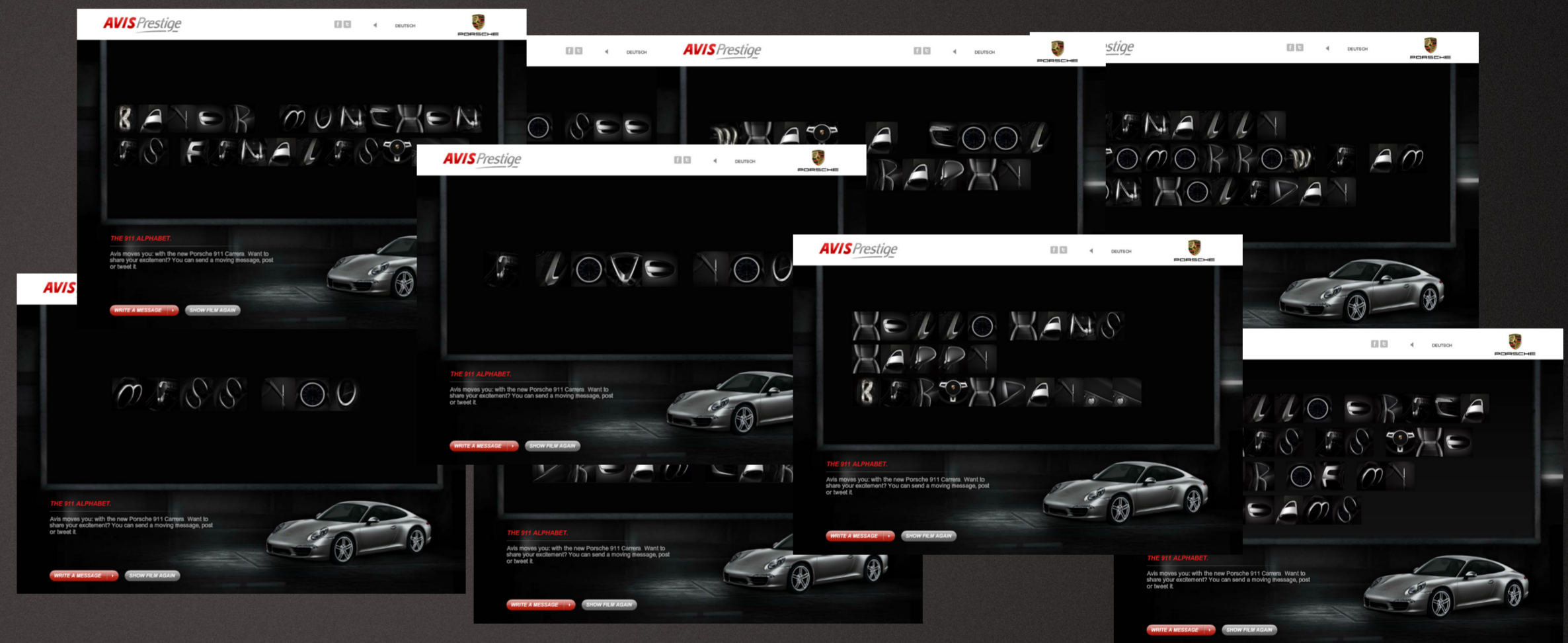
E-CARD



SMARTPHONE



INTERACTIVE BILLBOARD



FACEBOOK GAMES

