

EHS 4D DIGITAL AND PEUGEOT INVITE FACEBOOK USERS TO CUSTOMISE THEIR OWN CAR

Submitted by: Peugeot

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EHS 4D Digital, the digital arm of leading direct marketing agency EHS 4D Group, has launched an innovative lite-configurator application housed on Facebook in support of the launch of the new RCZ (<http://www.peugeot.co.uk/vehicles/peugeot-car-range/peugeot-rcz/>).

Available on www.facebook.com/TheRCZ (<http://www.facebook.com/TheRCZ>), the embedded rich media application gives consumers the opportunity to design their ideal RCZ. Users can see their car from 11 angles, and choose from a host of options such as body colour, alloy wheels, wing mirrors, roof colour and chrome bars. In addition, users can post their RCZ to their wall and share with their friends, facilitating peer recommendations and encouraging positive word of mouth. The application represents an automotive brand taking their content to the consumer with one of the most detailed configurators found outside of an automotive brand's website.

The configurator forms an integral part of the It Chooses You campaign (<http://www.itchoosesyou.co.uk>) in support of the launch of the RCZ, in which consumers are asked to advertise themselves to the car. The campaign forms part of a wider social media drive from Peugeot designed to utilise social media platforms such as Facebook to encourage more interactivity from consumers.

From 5 May users have been able to access the Peugeot RCZ microsite www.itchoosesyou.co.uk (<http://www.itchoosesyou.co.uk>) to create their own classified-style-ad using Facebook Connect. The winning ad will be revealed live on the site on 11 June, with the winner receiving a brand new RCZ worth £23,000.

Andy Goodall, Internet Marketing Manager at Peugeot UK, said: "The RCZ Facebook competition is a great way to get consumers engaged with the brand, and it's testament to the team at EHS 4D Digital that they can support their understanding of social media and our wider communications strategy with some great creative. Consumers are increasingly willing to connect with brands via platforms such as Facebook, so it's important to offer them original and engaging campaigns such as this."

David Skerrett, Client Partner at EHS 4D Digital, said: "We believe the RCZ lite-configurator is one of the richest and most detailed car configurators on the social web right now and its application here is a sign of a brand taking its content to consumers in a confident way. It's always fantastic to work with a brand as forward-thinking as Peugeot, and the use of Facebook Connect in this way allows us to enjoy the benefits of social media to push the boundaries of the campaign model."

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