

Qashqai Car Games 2

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It's a good month for second instalments. Following the launch of **Cadbury's 'Airport Trucks'** campaign and **Sony's Foam City**, Nissan presents the sequel to last year's wildly successful **Qashqai Car Games**. In case you didn't see the first one, the campaign was a viral smash based around a fictional underground sport and featuring a series of cunningly composited skateboard-like stunts. And it worked! Since the introduction of the Nissan Qashqai in Europe, the new model smashed the initial 12-month target of 100,000 vehicles with three months to spare. Click the link here to see why **TBWA London's** work racked up something in the region of 16m views worldwide: www.qashqaicargames.com

This year, Nissan is introducing the 'Spanner League' – a semi-professional bunch of enthusiasts who lack none of the drive but perhaps something of the skill of the Qashqai professionals. Four teams will be attempting to make the pro circuits, and will be followed throughout the year by ex-pro and pundit extraordinaire Craig 'Pencil Sharp' Patterson on his blog. The teams include the Thai Musical stunt team and their pet pit-bull, a die-hard Flemish team, the Polish team complete with escape artist and the leopard skin clad Matonge team from Africa.

It's all a little wacky, but we think it might work. **Steve Henry**, Executive Creative Director TBWA\London said: "This year's virals are even better than last year's. The teams are crazy, the stunts are real, but we're in a world which bears no relation to anything you might have encountered before. You'll believe a dog can drive. Not very well. But you will believe he can drive."

To see a dog driving not very well, click here:
<http://blog.spannerleague.com>

There's also a ton of extras doing the rounds in the form of virals, microsites, and banners featuring background information on the teams. And in the tradition of sharing for which the web was invented, everyone will be able to share the content through their own blogs and content platforms. Seeding came from experts who also worked on last year's campaign. According to **Go Viral's** CEO **Jimmy Maymann** (www.goviral.com), "This time around we expect even wider reach as we build on the passion of the fans to create a league. The new generation of consumers want to engage with brands on their own terms therefore it is important that brands intrigue, engage and entertain their audiences to gain cut through."

We couldn't have put it better ourselves. As soon as we can tear ourselves away from Grand Theft Auto... Game ON.

