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Contagious Ideas that change the conversation

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Renault launches Twingo Facebook game asking 'how modern are you?'

London, May 10: Leading car manufacturer, Renault, is continuing to build its Facebook presence with a game inspired by its compact city model, Twingo. Created by Publicis Modem, the new campaign draws on the Twingo end line: "We live in modern times".

The digital specialists were briefed to promote the super-mini amongst its 20 – 35 year old male and female target audience. A game has been created for Facebook users to see if they are living a 'modern life', inspired by people's behaviour and habits on the social media site.

Designed to resonate with the young, urban audience, the quiz is written in a colloquial style. Questions include: "Ever retouched a photo of yourself before uploading it to Facebook?" and "Ever added someone from school just to see what job they're doing now?"

The quiz will be seeded on the site and it will be easy to share both the questions and the results with friends, via a Facebook page. A link from the quiz will take users through to the Twingo online area on the main Renault site.

David Isherwood, Digital Communications Manager at Renault UK, commented: "As an urban super-mini, the Twingo captures true joie de vivre, and it's important that all creative work reflects this. Publicis Modem has done an excellent job of translating the essence of the model in a key medium for our audience – Facebook. The campaign echoes the modern times proposition, is cleverly executed and is eminently trackable."

Cristel Davila, Brand Manager at Publicis Modem, added: "The Renault Twingo is a young and stylish car, and the playful advertising gave us a great starting point. Facebook is both the embodiment of modern times and the perfect place to target our audience. From our side, it was crucial to get the questions and mechanics spot on, to ensure that this Twingo campaign had viral potential. After careful research we're confident we've captured the spirit of the car and environment."

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