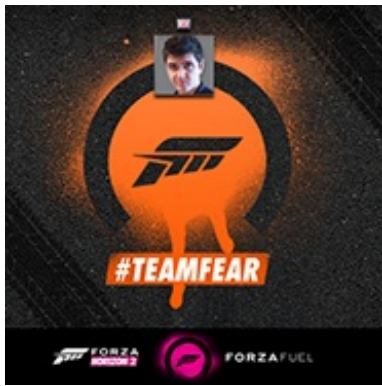


MULTICHANNEL

Aston Martin reenacts video game scenarios to boost fan engagement

September 16, 2014



#ForzaFuel promotion

By JOE MCCARTHY

British automaker Aston Martin is leveraging the excitement surrounding the release of the Xbox One game Forza Horizon 2 by joining a series of game-inspired events.

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Luxury Daily

The initiative is called #ForzaFuel and attempts to recreate scenarios found in the upcoming video game such as helicopter races. As automakers continue to reap reputation points from video games, it is important to interact with the fans so that it is not wholly lopsided.

"Gamers are not just college kids," said Lauren Fix, automotive expert and author of "Lauren Fix's Guide to Loving Your Car," Lancaster, NY. "Gaming has spread to all age groups, both sexes and is ageless.

"Aston Martin is a dreamers car and a super car, so this makes sense on many levels and places the car in the minds of drivers everywhere," she said.

"It's a great idea and other manufacturers have joined in as well."

Ms. Fix is not affiliated with Aston Martin, but agreed to comment as an industry expert.

Aston Martin did not respond by press deadline.

Race time

Forza Horizon 2 is behind the campaign that features vehicles traversing Europe, and has extended the chance to participate to the automakers that it is touting.



Map of campaign challenges

Aston Martin accepted the opportunity and is sponsoring #TeamFear, which consists of Aston Martin Racing's Tom Onslow-Cole and professional gamer Mike Craddock, also known as FearCrads, who will lead the social media component of the campaign.

Each day, the teams will compete in challenges that allude to the tracks found in Forza Horizon 2. For instance, teams will race against a helicopter and compete on a high-intensity rally track.



#ForzaFuel challenge

Fans are invited to follow along and rally their favorite teams to acquire #ForzaFuel. Team captains will direct fans on how they can get involved on their YouTube channels for chances to win prizes.

Embedded Video: [//www.youtube.com/embed/WX0gLmne4YA](http://www.youtube.com/embed/WX0gLmne4YA)

#SupercarSelfie #teamfear

For example, fans are asked to share their best car pictures using their team's hashtag, in this case #TeamFear, on Twitter and Instagram to earn Forza Fuel. As the event progresses, the teams that accumulate the most Forza Fuel will win, and fans along the way will receive prizes such as pre-released video games.

Other brands featured include Lamborghini, BMW, Bentley, Audi, McLaren and Jaguar.

Mixing worlds

Other ultra-exclusive automakers make an effort to promote video game connections.

For instance, Rolls-Royce Motor Cars is making its first foray into the world of gaming with an appearance in Forza Motorsports 5 for Xbox One.

The brand will be represented by the Wraith model, the latest addition to the Rolls-Royce family. As one of the most popular racing video game franchises on the market, Forza will help to bring Rolls-Royce to a younger and highly engaged audience ([see story](#)).

Also, McLaren automotive highlighted its racing roots with an Xbox giveaway last December on its Facebook page that tapped into the enthusiasm many of its drivers have for video racing games.

For a chance to win an Xbox One gaming console and video game Forza MotorSport 5, fans had to tag a friend in a comment, which served the purpose of broadening McLaren's fan base. Aside from generating the buzz that all initiatives attached to a prize inevitably generate, the brand was able to showcase its prominent position in the latest Forza Motorsport ([see story](#)).

Final Take

Joe McCarthy, staff writer on Luxury Daily, New York

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