



GO GREEN
Vespa Video Challenge



Case Study: Social Networking & User Generated Content (Vespa Video Challenge)

Challenge:

Piaggio Group, manufacturer of the iconic Vespa, sought a non-traditional approach to build online buzz and tout the eco-friendly scooter amongst the key demographics of college students, young adults and baby boomers.

Solution:

matrixx developed a user generated content contest billed as the “Go Green Vespa Video Challenge” that would tap into the power of online social communities to ignite dialogue and viral sharing.

Buzz for the contest was generated using various online social media platforms and tools including video sharing sites, social networking communities, scooter enthusiast sites, blogs, vlogs and others to reach influencers and drive entries.

Once directed to the specially created and hosted microsite, visitors were encouraged to develop and submit creative videos focusing on at least two of the four core concepts of “Vespanomics”: reducing oil consumption and saving money, decreasing traffic congestion, helping to curb global warming, and making a fun and stylish statement.



matrixx conceived and produced an original video to both seed the contest and inspire creativity. Contestant were urged to “beat this.” In addition to the simple rules and clean site designed to promote entries, a suite of director tools were created, including high resolution images of various Vespa models in multiple angles and colors. This allowed contestants without access to a Vespa to create an entry.



Registered contestants and visitors were able to easily navigate, view, leave comments, rate and share their favorite videos. The top three prizes were a GTS 250, LX 150 and an LX 50 and seven runner-ups received exclusive branded merchandise.

Vespa **GO GREEN**
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GET STARTED | ENTER | VIEW & VOTE | VESPANOMICS

Vespa Video Challenge

Need a fun Vespa song to keep you scootin' along as you ride your Vespa and think about Vespanomics. Then you will love Rex and his winning entry in the *Go Green Vespa Video Challenge*.

Congratulazioni! to the Top 10 who scooted their way past the competition, showed their passion for the Vespa brand and won the hearts of the contest community and judges. And a big *grazie* to the thousands of Vespa fans who entered and voted in the contest.

Want to [receive more information](#) from Vespa on products and promotions? Or do you just want to find your [local dealer](#) so you can ride and sing like Rex?

Check out all of the [Go Green Vespa Video Challenge](#) entries.

Grand Prize Winner
Rex Hermogino (San Diego, CA)
Vespa GTS

2nd Place Winner
Eric Brewer (Washington D.C.)
Vespa LX 150

3rd Place Winner
James Eckes (Roseville, CA)
Vespa LX 50

4th Place Winner
Nicole Rauzi (Annapolis, MD)

5th Place Winner
Luke Myers (Los Angeles, CA)

6th Place Winner
Bryan and Jake Saner (Chicago, IL)

7th Place Winner
John Hill (Orlando, FL)

8th Place Winner
Miro Salazar (Vallejo, CA)

9th Place Winner
Matt Pulliam (Austin, TX)

10th Place Winner
Jon Irvine (Largo, FL)

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www.vespausa.com/gogreenchallenge



Results:

This creative and non-traditional marketing campaign delivered over 8 million consumer engagements and created deep brand traction as consumers generated video submissions about riding a Vespa and the environmental benefits.

Visitors spent hundreds of hours watching, commenting and rating their favorite videos – all while learning the basics of Vespanomics.

Contestants and fans helped generate buzz by virally spreading the Vespanomics message through campaigning for their videos, and sharing/embedding entries via blogs, social networking/community profiles, forums, video sharing sites and beyond.

More than 3,000 consumers “opted-in” to receive information from Vespa and for future relationship marketing. The top 10 videos were also seeded to the major video sharing sites where they still continue to generate views daily.

Beyond the positive consumer feedback about the contest, the Vespa support for Planet Earth, and the winners with their humorous and creative videos, the campaign was also lauded in several major advertising and marketing trade publications. Noted entrepreneur and environmentalist Mark Sigel called the campaign, a “Great interplay of consumer engagement and branding strategy...”

matrixx arranged for the grand prize recipient to appear at the International Motorcycle

Show and perform the original song from his music video styled winning submission. This surprise stunt was extremely well received. The top 100 video entries were also compiled into a video loop which was sent to hundreds of Vespa dealerships for display on their in-store screens.

Piaggio Group was “blown away” by the campaign, the positive feedback, the over 8 million consumer engagements and the increased dealer traffic.



A screenshot of a YouTube video player. The video title is "Vespanomika: GO GREEN". The video player shows a close-up of a young boy with glasses looking intently. Below the video player, there is a rating section with 5 stars and 19 ratings, and a view count of 5,609. There are buttons for "Share", "Favorite", "Playlists", and "Flag". Below these are social media sharing options for MySpace, Facebook, and Digg. There is also a "Commentary" section with "Video Responses: 0" and "Text Comments: 17". The text comments section shows three comments: "CriscoZ: This is an amazing video! Good Luck on the contest.", "hermogino: I love this video!!!", and "trexthetmovie: Great concept. You guys are so creative!".

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