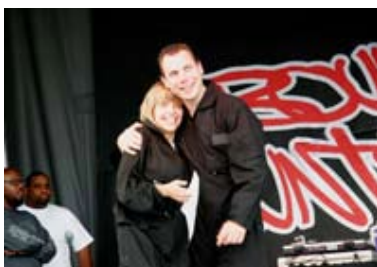


**“Their challenge was to hunt down a missing Toyota ‘Scion X’ with \$10,000 in the trunk.”**

**Cunning.**

**Client:  
Toyota**

**Project:  
Scion X  
Bounty Hunters**



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Cunning is a Carbon Neutral Company. Cunning is the trading name of Cunning Stunts Communications Limited.

**Challenge:**

Build excitement around owning a Toyota Scion X.

**Insight:**

It's six to seven times more expensive to gain a customer than to retain one. Knowing that maintaining existing relationships is just as (if not more) important than cultivating new ones, Cunning developed activity specifically aimed at existing Toyota customers.

**Idea: Scion Bounty Hunters game**

Cunning created a six-day reality game exclusively for Toyota Scion owners, from the Central Atlantic and New York Regions. Following an extensive recruitment programme, six teams of Scion owners were selected as 'Bounty Hunters' – then they had to hunt down a missing Toyota 'Scion X' with \$10,000 in the trunk.

Our teams competed in challenges and searched for clues in a quest leading from the National Gallery in Washington, DC, to Philadelphia's FDR Skatepark. Somewhere in between they even managed to claim new speed records behind the wheel at Waterford Raceway in Connecticut!

**Results:**

Over 13,000 people viewed the contest website. The teams' contest submission videos have collectively received 4,699 views on YouTube. Two teams have started independent blogs about the journey and almost 2,500 people voted in the documentary contest. Scion is now looking to develop this unique concept into an annual program.