

**FutureLions**  
A Global Competition for Students

AKQA

Friday, 26 June 10-10:45am  
Debussy Theatre

PRIVUS

# Toyota Prius

A good idea

To demonstrate the benefits of owning a Toyota Prius, digital media communicates the car's superior gas mileage and low environmental impact.

New technologies allow figures to reflect real-life data.

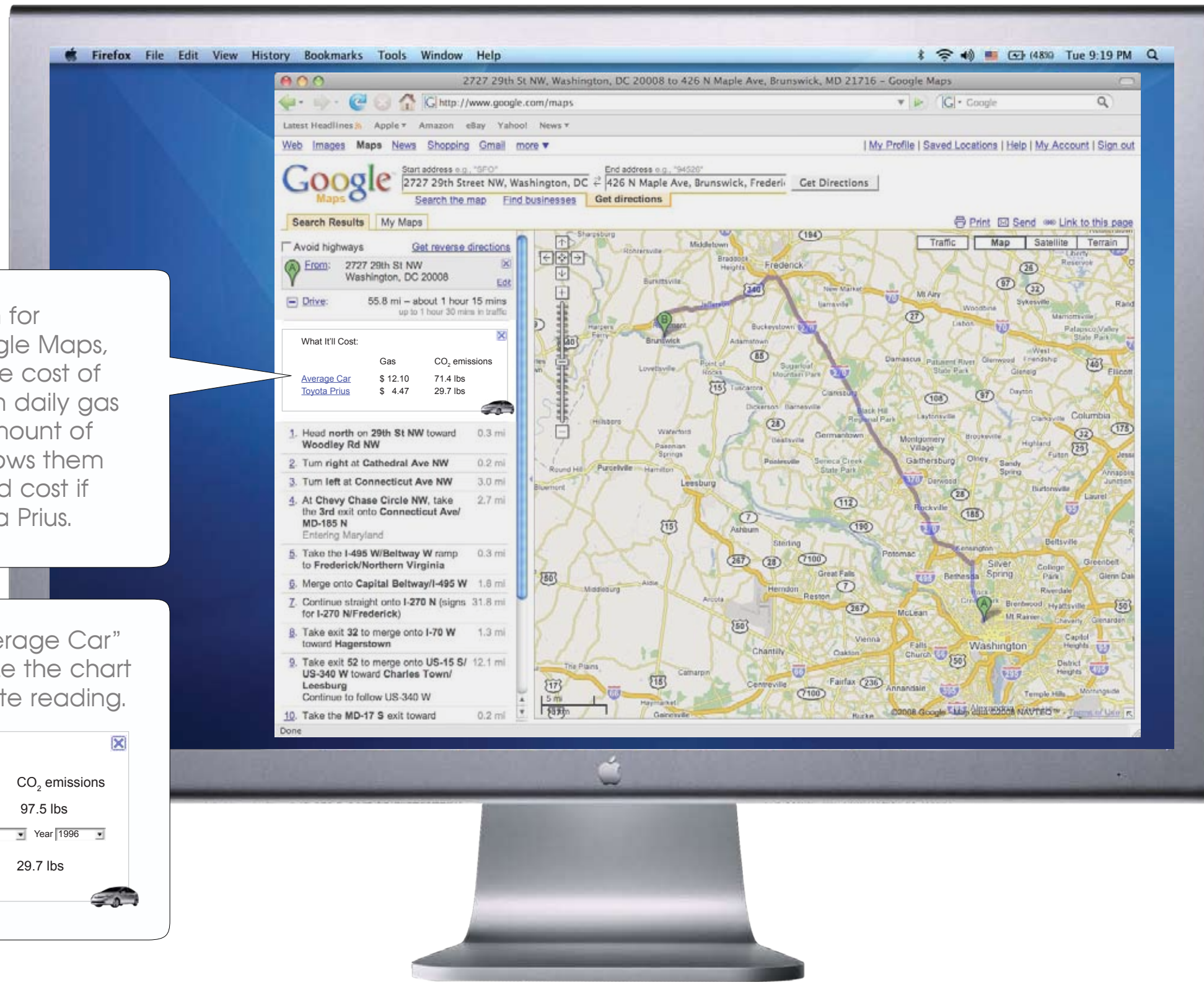
Straight-forward facts encourage people to draw their own conclusions.



PRIOUS

# Your Car vs. Prius

See the difference



When users search for directions on Google Maps, a chart displays the cost of their trip (based on daily gas prices) and the amount of CO<sub>2</sub> emitted. It shows them what the trip would cost if they were driving a Prius.

By clicking on "Average Car" users can customize the chart for a more accurate reading.

What It'll Cost:	Gas	CO <sub>2</sub> emissions
<a href="#">Average Car</a>	\$ 12.10	71.4 lbs
<a href="#">Toyota Prius</a>	\$ 4.47	29.7 lbs

1. Head north on 29th St NW toward Woodley Rd NW 0.3 mi
2. Turn right at Cathedral Ave NW 0.2 mi
3. Turn left at Connecticut Ave NW 3.0 mi
4. At Chevy Chase Circle NW, take the 3rd exit onto Connecticut Ave/ MD-185 N Entering Maryland 2.7 mi
5. Take the I-495 W/Beltway W ramp to Frederick/Northern Virginia 0.3 mi
6. Merge onto Capital Beltway/I-495 W 1.8 mi
7. Continue straight onto I-270 N (signs 31.8 mi for I-270 N/Frederick)
8. Take exit 32 to merge onto I-70 W toward Hagerstown 1.3 mi
9. Take exit 52 to merge onto US-15 S/ US-340 W toward Charles Town/ Leesburg Continue to follow US-340 W 12.1 mi
10. Take the MD-17 S exit toward 0.2 mi

What It'll Cost:	Gas	CO <sub>2</sub> emissions
<a href="#">My Car</a>	\$ 14.69	97.5 lbs
Make <input type="text" value="Ford"/> Model <input type="text" value="Explorer"/> Year <input type="text" value="1996"/>		
<a href="#">Toyota Prius</a>	\$ 4.47	29.7 lbs



# Twitter Upload

Tell your friends



New Prius owners can have their GPS linked to their account on the micro-blogging site Twitter. Once a week, their gas mileage automatically uploads to the feed so they can share their car's efficiency with friends.



PRIS

# Digital Billboards

Starring Prius owners

New Prius owners can upload their picture and information to the Prius website. Digital billboards near gas stations receive data from these drivers' GPS systems and display gas mileage in real-time. The board switches every minute to feature different Prius owners from all over the country.

