

Dreaming and Driving: Scion Blends Both in New Brand Campaign

October 03, 2014

TORRANCE, Calif., (Oct. 3, 2014) – Scion customers are driven to make their dreams come true and that dedication is reflected in Scion’s new, national “For the Driven” brand campaign. The campaign, which launches today at www.scion.com/driven, focuses on the five models in Scion’s line-up and includes a collection of ads and advice-focused vignettes featuring modern business owners.

“This new ‘For the Driven’ campaign spotlights the lifestyles of real entrepreneurs to help tell Scion’s larger brand story and the value provided to our customers,” said Doug Murtha, Scion vice president. “Today’s modern self-starters want to stand apart and drive vehicles that suit their lifestyles. Scion’s brand campaign shows how our cars and our easy buying process help them in their journeys.”

Targeted broadcast and online placements begin running tomorrow in high-profile outlets, including during Major League Baseball playoff games. All content was developed with creative agency ATTIK. The broadcast ads include individuals behind the Los Angeles eatery [Tatsu Ramen](#), design firm [Poketo](#), and backpack designers [Stone & Cloth](#). Their passions range from social responsibility to design to really good ramen noodles.

Additionally, there is a second broadcast spot highlighting Scion’s Pure Process, which addresses customers’ desire for a simpler, more transparent buying process.

“Our unique purchase process reflects the fast-paced, on-the-go lives of our customers,” Murtha said. “They look to brands to simplify their lives and this commercial highlights how Scion does just that.”

The “For the Driven” online campaign shares [vignettes from entrepreneurs](#) like Capsule Barbershop and independent makeup artist [Prell Charusanti](#). The vignettes are designed to empower and encourage others to follow their passions. These stories build on the brand’s decade of history supporting personal passions of emerging talent in the arts, music, design and auto scenes.

Experience the “For the Driven” campaign now at www.scion.com/driven and follow the campaign with the hashtag #ScionDriven.

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