



SHOWLAB
prodea group



MAKE IT YOUR RACE 2012

KEEP YOUR DREAM ON TRACK!

THE FIRST TALENT SHOW FOR ROOKIE DRIVERS

▶ **CLIENT:**

FIAT ABARTH



▶ **GENRE:**

TALENT SHOW

▶ **YEAR:**

2012-2013

▶ **PLATFORM:**

**SOCIAL MEDIA CONTEST,
EVENTO FIELD & TV SHOW**

Make It Your Race is the first international **talent show** targeting aspiring race car pilots. This unique project spawned by the web as a social media contest but grew into a bigger event that became a TV Show, but never exiting a **Fiat Abarth**.

Our goal? To increase Abarth's **brand awareness** in Europe by getting contestants from **6 different European nations** involved.

Social Contest: to become a candidate, the aspiring drivers will have to upload their presentation video on **www.makeityourrace.it**. The contestants that will earn the most votes - through the website and the social networks - will have a chance to compete in a real race.

Field Event: Each country will organize its own qualifying runs at a **national level** first, the winners will earn a spot in the pit stalls to try and make it eventually to the final phase.

Talent Show: only **150 finalists** will be part of the actual TV Show, divided into 6 episodes, with challenges taking place on and off the racetrack, that will lead to the grand finale, where the contestant will face real racecar drivers on an official **Grand Prix circuit**. To make their four wheeled dream come true.



- ▶ **30.000 users registers on makeityourrace.it**
- ▶ **2.000.000 votes on Facebook and Twitter**
- ▶ **510.000 fans on the Abarth Facebook Page**
- ▶ **+ 100% fans on Abarth Emea communities**
- ▶ **+ 400% visualizations on the Abarth channel on Youtube**

Make it your race 2012 aired on: **SKY SPORT** Italy; **AB MOTEUR** France, **French Africa**, **Luxembourg**, **Turkey**; **RTL** and **LIFE TV** Belgium, **MTV** Switzerland, **SPORT 1** Germany.



Make it your race 2012 was based on the format **Wheels on Fire**.