



Creating the Spark

Sound strategy is essential to any integrated marketing program, but it's the creative spark that ignites excitement and produces highly motivating promotions. To drive awareness and sales for Codemasters™ DiRT 2™ videogame release, Vertical Marketing Network developed and completely implemented the "DiRT 2 Rev It Up Sweepstakes", featuring a chance of a lifetime VIP trip to the Summer X Games™ 16, plus prizes from Alienware® and Boomchair®. Vertical also established promotional partnerships to secure incredible support from prominent merchandising at all Subaru® dealerships nationwide to on-air promotions with MTV®. All together it fired-up the videogame brand experience and sparked enormous success.