



PROGRESSIVE AUTOMOTIVE X PRIZE



The X PRIZE Foundation called upon Group Inc to design, budget and produce the joint title sponsorship announcement of the Foundation and Progressive Insurance at the New York Auto Show. The newly renamed Progressive Automotive X PRIZE is an international competition that invites teams from around the world to focus on a single goal: to inspire a new generation of viable, super fuel-efficient car choices for consumers.

Group Inc's challenge was to create a prominent media event - including staging, design, scripting and lighting - that would stand out during the internationally renowned Auto Show, where many other entities were vying for attention.

Group Inc worked with X PRIZE Foundation executives to craft and refine their message and create an attention-grabbing press event attended by national and industry media. Subsequent media placements included prominent spots on The Today Show, CNBC's Closing Bell and Fox & Friends and in such high-profile news outlets as AP, MSNBC.com, NY Times online and ABC News Online. In addition, Group Inc designed a trade show booth featuring an interactive kiosk and information on each of the X PRIZE teams and their capabilities.

In keeping with the event's high-tech theme, Group Inc also produced several high-quality videos for the announcement. We adapted the X PRIZE Foundation's vision video, describing the history and success of prize philanthropy, and created "It Starts Now," an original, fast-paced branded piece that defined and launched the project.

New York Mayor Michael Bloomberg, as well as other automotive and U.S. Government dignitaries, attended.