

## DODGE DODGE HORSEPOWER CHALLENGE

# Make the impossible possible

### OBJECTIVE

Reinforce the virility of the Dodge Challenger SRT Hellcat with a splashy, viral social activation.

### SOLUTION

For five weeks, consumers were asked trivia questions with 85 potential multiple-choice answers. To eliminate options, consumers could enter hidden social hashtags. If they answered the weekly question correctly, they could win a Dodge Hellcat. Questions required a working knowledge of physics, so hints were posted online by the brand and to Challenger subreddits by brand fans.

