



FOR IMMEDIATE RELEASE

Williams Forrester Partners with Euro RSCG to Launch Volvo/Twilight Saga Facebook Campaign

(LANCASTER, PA) November 1, 2011 – Williams Forrester, in partnership with Euro RSCG New York, recently launched the “What Would You Wear?” Volvo Facebook application in conjunction with the release of Summit Entertainment’s “The Twilight Saga: Breaking Dawn – Part 1.” The international online challenge is expected to engage millions of Twilight Saga fans worldwide with an interactive experience based on the most anticipated cinematic wedding event of the decade.

Euro RSCG New York tapped Williams Forrester to develop the application as part of Volvo’s promotional strategy for the movie. The digital experience invites Twilight Saga fans to upload an image or drawing of what they would wear to Edward and Bella’s wedding. The grand prize – tickets to walk the red carpet and attend the movie’s premiere – will be awarded to users capturing the most fan votes for their best wedding ensemble (visit www.facebook.com/VolvocarsUS for official rules and complete details).

“Working closely with Euro RSCG New York, our aim was to create a seamless user experience supported by a robust solution capable of handling potentially millions of image uploads,” said David Barr, President and Chief Solutions Architect for Williams Forrester. “We’re thrilled to help build a solution for users as passionate as the Twilight Saga fan community.”

The Williams Forrester team developed the application to support the following deliverables:

- Integrated solution design and platform residing within the Facebook application framework
- Customizable solution designed to work independently within multiple international markets
- Scalable and robust solution capable of processing and serving heavy traffic volumes
- Integration with existing client CRM platform
- Seamless user interface consistent with the Twilight Saga social media experience

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“*The Twilight Saga* has given Volvo an excellent channel to reach a highly-engaged fan base,” said Jeff Brooks, CEO of Euro RSCG New York. “Fans of the novels and movie series have turned into fans of Volvo’s campaigns, and they’ve been anticipating an announcement about our work for *The Twilight Saga: Breaking Dawn – Part 1* since the movie was announced.”

The Twilight “What Would You Wear?” challenge took place October 15 through November 1 in the U.S. The contest continues through November 8 in Belgium, Italy, France, Spain, the U.K. and South Africa.

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About Williams Forrest

Williams Forrest is a premium creative technology agency based in Lancaster, PA. We design and develop digital strategies and solutions for web, mobile and social channels for many of today’s top agencies and best loved brands, including BMW, MINI and Puma. Williams Forrest specializes in delivering solutions that support the sustainable growth of brands in the digital space. We value innovation, creativity, and the people invested in the outcome. For more information about our agency, please visit www.williams-forrest.com or call us at 717.435.8076.

About Euro RSCG Worldwide

Euro RSCG Worldwide is a leading integrated marketing communications agency and was the first agency to be named Global Agency of the Year by both Advertising Age and Campaign in the same year. Euro RSCG is made up of 233 offices in 75 countries and provides advertising, marketing, corporate communications and interactive solutions to clients including Air France, BNP Paribas, Charles Schwab, Citigroup, Danone Group, Heineken USA, IBM, Jaguar, Kraft Foods, Lacoste, L’Oreal, Merck, PSA Peugeot and sanofi-aventis. Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (Euronext: HAV.PA) (Paris: HAV.PA).

About Volvo

Volvo Cars of North America, LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Corporation of Gothenburg, Sweden. VCNA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States, and oversees Volvo operations in Canada. For more information please refer to the VCNA media website at: <http://www.volvocars-pr.com>, and follow Volvo’s blog at: www.volvoblog.us.