



## PIRELLI WINS PIXEL AWARD FOR HIGHWAY ZERO DIGITAL CAMPAIGN

New York, March 24, 2016 – [Pirelli](#) has won the ‘People’s Champ’ award category in the 2016 Pixel Awards for its [Highway Zero](#) digital campaign, a consumer platform launched last year to promote the new [P Zero™ All Season Plus](#) tire.

Established in 2006, [Pixel Awards](#) is a leading international awards program that honors exceptional design and technology across 21 categories, with the goal of inspiring and advancing the digital advertising industry.

Created by [Engine Digital](#) and [6S Marketing](#) together with Pirelli, Highway Zero is a state of the art micro-site featuring three uniquely crafted ‘Road-trip’ style videos. Users can interact with each road-trip, where the featured cars are equipped with P Zero™ All Season Plus tires to navigate various conditions (mixed, dry and snowy), therefore showcasing the tire’s ultra-high performance and all-season benefits. Featuring a sleek design and interactivity, the site offers the ability to toggle seamlessly between different camera angles enabling the viewer to watch the tires perform from a 360 perspective. Real-time driving speed and other performance metrics are also displayed to enhance the experience.

“Highway Zero was a landmark campaign for Pirelli, and we’re thrilled it’s been recognized at the 2016 Pixel Awards with a People’s Champ award. This is the first time we created a consumer facing video series within the US, drawing on the nation’s most renowned driving locations to showcase our new P Zero™ All Season Plus product, developed specifically for this market. Given our tires and company DNA is all about cutting edge technology driving performance at the highest level, we wanted the site to reflect this through its technological features and be a pioneer in the advertising/digital space as well. This award shows people responded to the entertaining, interactive content and tools of Highway Zero...and we look forward to building on this engagement in the future,” said Rafael Navarro, Senior VP of Media Relations, Motorsport & Prestige Activation for Pirelli Tire North America.

At the time of award entry, the Pirelli Highway Zero campaign received 173,000 visits and 111,219 unique visitors overall. Other key results include 1 million impressions via video media; 40,000 Twitter engagements and 90,000 Facebook engagements. Social influencer content also received nearly 8,000 engagements on non-Pirelli channels.

The site content included the three road trip videos - ‘Mixed Conditions’ in San Francisco Bay, ‘Dry Conditions’ in Palm Springs and ‘Snowy Conditions’ in Lake Tahoe – as well as a dealer locator and P Zero™ All Season Plus tire fitment information. Site visitors were also encouraged to enter the ‘Ultimate Roadtrip’ sweepstakes by pinning their favorite route on the map when the site launched, with prizes including P Zero™ All Season Plus tires and a trip for two to Palm Springs.

The campaign was supported by digital advertising and print media campaigns, utilizing the ‘Any Weather, Zero Compromise’ tagline and imagery of the P Zero™ All Season Plus as a barometer.

**‘Highway Zero’ campaign – Credits:**

**Client:** Pirelli Tire North America

**Creative agency:** Engine Digital

**Production company:** someplace nice

**Media agency:** 6S Marketing

**About Pirelli**

Founded in Milan in 1872, Pirelli has become one of the world's largest tire manufacturers in its 144 year history, specializing in the high end, premium range. Through its commitment to R&D, Pirelli products are synonymous with Italian excellence around the world, where Pirelli counts 20 tire factories in 14 countries – including the US plant of Rome, Georgia – and a commercial presence in 160 countries. Successfully competing in motorsport since 1907, Pirelli is the exclusive supplier of the Superbike world championship, many single marque championships around the world, and above all it has been the sole supplier for the Formula 1 championship since 2011.

**About Engine Digital**

Engine Digital is a Vancouver and New York City based digital agency focused on improving the way organizations reach, connect, and engage with users across digital channels, devices, and screens. Founded in 2002, the agency works with ambitious organizations that embrace strategy, design, and technology as a means for driving organizational change and constant improvement.

**About 6S Marketing**

6S Marketing is a global digital marketing and advertising agency that transforms businesses for the digital age. For over 15 years, the company has been helping clients embrace the digital world and the technological change that is revolutionizing their businesses by connecting data and storytelling to help make brands profitable, shareable, and ultimately more valuable. 6S Marketing provides distribution of advertising creative via such paid campaigns across multiple digital channels as Facebook, Google, Twitter, YouTube, Tumblr, Instagram, Pinterest, LinkedIn, TubeMogul, and RTB.

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