

## New campaign for Citroën C4 Picasso

Following on the success of its innovative #stepoutoffline campaign for the DS3, Citroën has created #happyspace, as part of its new campaign for Citroën C4 Picasso, launched to the South African media on 5 June 2014.



To bring the message to life, campaign elements include a TV commercial, social media and activations.

Followers can track its daily #happyspace challenges on Instagram at citroën\_sa and post their own images that highlight features of the car and how these make them happy. The images that receive the most likes will win weekly prizes. The winning images will also be shared via Twitter, Facebook and Instagram to create an image library.

For more, visit: <https://www.bizcommunity.com>