



Plan C Accelerates Launch of Xbox's New Racing Title With a Series of Short Web Films

A series of five racing films to launch Xbox's gaming title Forza Motorsport

San Francisco ([PRWEB](#)) April 20, 2005 -- Plan C, a creative/marketing studio, today announced the release of a series of short racing Web films titled Xcelerators that it created to pre-launch Xbox's new AAA racing title, Forza Motorsport.

To show gamers that Xbox accurately captures the racing lifestyle better than any other gaming console, Plan C filmed the stars, crews, cars, environment and racetracks in each of the different racing cultures used in the game: American Muscle, European Motors, Exotic Modified, Super Unlimited and Tuner/Drifter. The Web shorts tagged with the slogan "You Are What You Race," are approximately five minutes each in length and are set to entertain gamers on the Xbox Web site beginning Tuesday, April 19, 2005. The game has a street date of May 3, 2005.

Xcelerators will be available for viewing at www.forzamotorsport.net

"Plan C has been excellent to work with in identifying new vehicles for launching the Forza Motorsport Xbox game into the marketplace," said Eli Friedman, Global Group Marketing Communications Manager for Xbox. "Members of the Xbox community are highly-involved and totally motivated to learn as much as they can, as soon as they can, about the newest and latest games on our platform. This series of films from Plan C is a step forward for us in finding non-traditional ways to speak to our global audience with a fresh and credible voice."

Plan C's work for Xbox is typical Plan C simple, in-your-face marketing/promotional projects to help its clients deploy viral word of mouth campaigns that create brand awareness, build credibility, deliver customer excitement and make the cash register ring.

"Doing the kind of work that we did for Xbox is what we are all about," said Mike Lewis, co-founder of Plan C.

About Plan C

Formed in January 2004, PLAN C is a San Francisco-based creative/marketing studio whose philosophy is that the best idea is the one you haven't thought of yet. Through Web films, retail DVDs, primetime television shows and other marketing vehicles, PLAN C helps clients such as adidas, Levi Strauss Signature and Xbox to deploy viral word of mouth campaigns that create brand awareness, build credibility, deliver customer excitement and make the cash register ring.

Described another way, Plan C Co-founder Jason Harris says, "It's about what if. It's about maybe. It's because plan A is obvious. It's because plan B never works." For more information about Plan C, visit its Web site at www.plan-c.biz or call 415-365-6234 or 415-722-7666.

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