



Hypercube summary

Nissan Hypercube Initiative Socializes Canada's Creative Thinkers

[Nissan Canada Inc.](#) has launched 'Hypercube', a unique social media campaign to promote its all new [cube®](#) vehicle. Hypercube celebrates, recognizes and rewards 'social creativity' in Canada. The company behind the newest example of modern mobility is offering an online stage for 500 creative thinkers and talented individuals from across the country to demonstrate their social creativity and audition for a chance at driving away in one of 50 new cube vehicles.

From a pool of thousands of entries, 500 hypercubists will be selected to audition online (using photo, video, illustrations, etc.) and demonstrate why they should be considered members of the cube generation. A panel of judges will then select the best auditions. 50 Nissan cubes will be awarded at special events in Toronto, Montreal and Vancouver.

Creative people across Canada can get on stage with fellow original thinkers at hypercube.ca and engage with the Nissan cube community on Twitter [@thehypercube](#) or [Facebook](#).

Hypercube Snapshot:

- Call for entries is open to people who are creative and interesting in every way, not just in the work they do.
- 500 people from across Canada will be selected to audition for their shot at driving away in one of 50 Nissan cube vehicles (the car is launching in May 2009).
- During auditions, participants are encouraged to show their creative side.
- A panel of judges will select the best auditions.
- 50 Nissan cube vehicles will be awarded for the best auditions at events in Toronto, Montreal and Vancouver in mid June.