

Subscribe to Advertising Age today!

March 17, 2010
[Login](#) | [Register Now](#)

Advertising Age®

Search Advertising Age

[Advanced Search](#)

HOME

- Latest News
- Agency News
- Best Ads
- CMO Strategy
- DataCenter
- Digital
- Global News
- Hispanic Marketing
- Madison+Vine
- MediaWorks
- TalentWorks
- This Week's Issue

COLUMNS

- Rance Crain
- The Media Guy
- Teresa Iezzi
- Al Ries
- Guest Columnists

BLOGS & PODS

- Adages
- The Big Tent
- Bob Garfield
- Campaign Trail
- DigitalNext
- GenNext
- GoodWorks
- Power 150
- Small Agency Diary
- Video

More from Ad Age: [Creativity](#) [Ad Age China](#) [White Papers](#) [Jobs](#) [Ad Age On Campus](#) [Sign up for E-mail Newsletters](#)

DIGITAL

Stay on top of the news, [sign up for our free newsletters](#)

[E-mail](#) [License](#) [Print](#) [Comment](#) [RSS](#)

Chevy Uses SXSW Confab to Kick off Social Media, Tech Push

Program Is Part of Automaker's Plan to Spend 30% of Marketing Money on Digital in 2010

by [Kunur Patel](#)

Published: [March 15, 2010](#)



Chevrolet has affixed QR codes on the hoods of cars that, when photographed with a camera phone, will launch microsites with features info.

NEW YORK (AdAge.com) -- Chevrolet's making a big splash at South by Southwest Interactive this year, and it's just the beginning of the automaker's planned 30% commitment to digital this year.

"This is not a nine-day one-off," said Christopher Barger, General Motor's director of social media. "Everything we're doing here needs to have applications we can build on beyond Austin."

Returning from nosedive

This program is one of the first major social-media and technology campaigns from a Big Three automaker [other than Ford Motor](#) since the industry took a nosedive in 2008. But Mr. Barger said

WHITE PAPER

Shiny New Things

What Digital Adopters Want, How to Reach Them and Why Every Marketer Should Pay Attention

RELATED CONTENT

- [GM Hands Publics Chevy Work for Olympics](#)
- [New Leadership Atop Chevy's Longtime Shop Campbell-Ewald](#)
- [Chevrolet to Begin Review for New Shop Assignments](#)
- [The Story Behind Chevy Volt's \\$40,000 Price Sticker](#)
- [More...](#)

SPECIAL REPORT

NEWS [Latest Marketing and Advertising News](#) | [Marketing and Advertising Agency News](#) | [Best Ads From Creativity](#) | [CMO Strategy](#) | [DataCenter](#) | [Digital Marketing and Advertising News](#) | [Global Marketing and Advertising News](#) | [Hispanic Marketing](#) | [Madison+Vine](#) | [MediaWorks - Media and Marketing News](#) | [TalentWorks](#) | [This Week's Issue](#) | [Your Opinion](#)

COLUMNS [Rance Crain](#) | [The Media Guy](#) | [Teressa Iezzi](#) | [Al Ries](#) | [Guest Columnists](#)

WHITE PAPERS [Shiny New Things](#) | [The Economics of Online Video](#) | [More...](#)

RESOURCES [TalentWorks](#) | [Advertising Age Events](#) | [Industry Events](#) | [White Papers & Marketing Information](#) | [360 Multiplatform Media](#)

SERVICES [Subscriptions](#) | [Media Kit](#) | [Help Center](#) | [List Rental](#) |  [\(What is RSS?\)](#) | [Archive](#) | [Get the issue digitally \(Texterity\)](#)

More from Ad Age: [Creativity](#) | [Ad Age China](#) | [White Papers](#) | [Jobs](#) | [Ad Age On Campus](#) | [Sign up for E-mail Newsletters](#)

Copyright © 1992-2010 [Crain Communications](#) | [Privacy Statement](#) | [Contact Us](#)