



Volkswagen Canada Case Study

Title:

2012 Beetle

Agency:

Red Urban

Year:

2011

Product Category:

Automotive

OOH Format:

Outdoor

Country:

Canada

Source:

Volkswagen Canada

Objective:

• To promote the launch of the 2012 Beetle in Canada, the most aggressive version of the car to date, with an ad campaign to match. • Bring consumers into a one on one conversation with the brand through the use of digital and static OOH, mobile and augmented reality

Target Group:

Male and female car enthusiasts, shopping within the premium compact car category

Strategy and Media Used:

• Leverage an automotive icon and symbol of innovation and project the image, style and design to the future using state of the art mobile technology integrated with static OOH including station dominations, street level, billboards and murals. • An augmented reality app and mobile website were developed and integrated with the OOH executions, making them come alive and allowing the consumer to interact with the brand on the street.

Results:

The campaign lasted just 22 days. In that time, the initiative generated over 111,000,000 online impressions, the most in Volkswagen Canada's history and over 3.5 million single day visits to vw.ca (in fact all the activity shut down the server temporarily). Average engagement with the app. was 62 seconds and the new beetle was 83% presold in the first month.