

Volkswagen – New Polo – Feels That Good

TVC Link: <https://www.youtube.com/watch?v=wpXjd0EuU9Y>

Globally, the Polo has been around and enjoyed for generations. In India too, the much-loved hatchback has been widely accepted in all its variants and editions. Which is why, when it was time to launch the New 2014 Polo, Volkswagen's campaign had to ensure a similar level of enthusiasm and curiosity. For it was a clear case of 'the good becoming better'.

Idea & Execution

A drive in the New Polo is quite indescribable. In fact, very few things feel as good. The idea was born out of drawing parallels to the few moments in life that feel as good. Thus was born the campaign thought of "Feels that good".

Like all Volkswagen TVCs, this one too needed to be endearing and simple, yet entertaining at the same time. Taking forward the thought of "Feels that good", the film illustrates the story of two brothers. The younger of the two always gets the raw end of the stick, as he ends up with all the 'hand-me-downs' from his cooler older sibling. From school books to uniforms to shoes and even bicycles, it's always second-hand. Ultimately, the story takes a big turn. The younger brother, now all grown up, comes into his own when we see him driving the sparkling New Polo, while his older sibling is still using a nondescript old car.

Media Overview

A 360° campaign, with activities across all touch-points, has been developed to reach the target audience.

- Running alongside the TVC, which is playing across GECs, News, Movies and Regional Channels, is an extensive print and outdoor campaign
- Also, part of the mix are digital ads and activations across the brand's website and Facebook & Twitter pages
- Specially designed Brochure and a range of POS elements have also been developed to adorn dealerships

Commenting on the campaign **Sonal Dabral, Chairman and Chief Creative Officer, DDB Mudra Group**, said, "The new refreshed Polo has unique features that deliver a superior driving experience. We used hand-me-downs as a creative device to make the point that driving the new Polo, with these features, makes you feel so good. It uses the tonality of all Volkswagen advertising where the product is at the centre and there is humour woven around it, leaving the viewer with a 'feel good' factor."



Credits

Client: Volkswagen India

Agency: DDB Mudra West

Chairman and Chief Creative Officer: Sonal Dabral

Office Head: Rajiv Sabnis

Creative Head, West: Rahul Mathew

National Planning Head: Aditya Kanthy

Business Head: Anurag Tandon

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Creative Team: Karunasagar Sridharan, Ashish Kharwatkar, Mandar Khatkul, Pashyn Sethna, Sandesh Kambli, Dhruval Mehta

Account Management Team: Rakesh Varma, Aaron D'Souza

Account Planning Team: Mou Roy, Abhinit Agarwal

Films Department: Vishal Agarwala