

PRESS RELEASE

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DDB Mudra West kick starts the second phase of Volkswagen New Polo campaign
November 27, 2014 | Mumbai

Link to the creatives:

Teasers

<https://www.youtube.com/watch?v=21SR8INhh68&list=UUXZ6ZNX6CZDAytlwNXZINkA>

<https://www.youtube.com/watch?v=V14FG9TNZHs&list=UUXZ6ZNX6CZDAytlwNXZINkA>

<https://www.youtube.com/watch?v=V14FG9TNZHs&index=5&list=UUXZ6ZNX6CZDAytlwNXZINkA>

Complete TVCs

<https://www.youtube.com/watch?v=9zQ59R4Pv2Y&list=UUXZ6ZNX6CZDAytlwNXZINkA>

<https://www.youtube.com/watch?v=PTro2AyyXok&list=UUXZ6ZNX6CZDAytlwNXZINkA>

<https://www.youtube.com/watch?v=qtgujEDjhes&list=UUXZ6ZNX6CZDAytlwNXZINkA>

Be it design, performance, safety or overall driving experience, Volkswagen has delighted India with one innovative, well-put-together car after another. The same can be said about its communication too, which stays true to its three pillars of honesty, humour and human insights.

Abiding by their communication commandments, the first phase of the campaign positioned the New Polo as a refreshingly beautiful car to own and drive. The second installment of the New Polo campaign, DDB Mudra West has used the New Polo's USP of '1.5L TDI engine' to great use in its proposition: Power, when you need it.

Challenge

Having established the New Polo as a refreshingly beautiful car to own and drive in the first phase of its communication, Volkswagen felt it was time to emphasize the performance of its powerful 1.5L TDI engine.

Idea

With many refreshing additions on the inside and outside, the New Polo is a car to reckon with. It has a shiny new front grille, new sporty steering wheel, new alloy wheels, advanced multimedia console with steering-mounted controls and new dual-beam headlamps with cornering lights, among other things. But, most importantly, hauling it all is a powerful 1.5L TDI engine that generates an impressive 90PS horsepower and 230Nm of torque.



The mighty engine ensures that power and time are always on your side when you're on the road. Perfect for today's 'get-it-done-yesterday' world. Thus, was born the idea of 'Power when you need it'.

Creative Execution

The media roll-out consists of three sharply-executed 30-second TV commercials, along with a series of tongue-in-cheek print ads. Not to mention, exciting digital and outdoor implementations, in sync with the Volkswagen spirit of innovation.

For instance, the first TV commercial features a husband, who forgets his anniversary but saves himself from his wife's wrath after he manages to get her a gift just in time. Of course, thanks to the New Polo.

In another commercial, a young man returns home at the end of a tiring day at work, when he gets a call from his girlfriend, reminding him that he was supposed to meet her at the movie theatre. Once again, the New Polo comes to his rescue.

In the third commercial, a woman discovers that the man she has a crush on is single again. And, as luck would have it, he's at a restaurant with some friends. The New Polo helps her rush to the restaurant just in time to meet him.

Commenting on the campaign, Rahul Mathew, Creative Head, Mudra West said, "Car advertising has seldom taken power out of the hands of secret agents and rich playboys. But VW doesn't make promises only for these privileged few. So, even something as explosive as power has a very relevant role in the everyday and that's just what we sought to capture in our communication for the new Polo."

Credits

Chairman and Chief Creative Officer: Sonal Dabral

Member of Strategic Planning Council, DDB Mudra Group and National Planning Head,

DDB Mudra Group: Aditya Kanthy

Creative Head (West): Rahul Mathew

Executive Creative Director: Manish Darji

Group Creative Director: Ferzad Variyava

Senior Vice President: Anurag Tandon

Creative Directors: Ashish Kharwatkar, Mandar Khatkul & Shagun Seda

Creative Team: Ashish Kharwatkar, Mandar Khatkul, Shagun Seda,

Prashant Kalipurayath, Pashyn Sethna, Sivaram Subramaniam & Dhruval Mehta

Director (Brand Communications): Rakesh Varma

Account Management Team: Aaron D'souza & Rewis D'souza



Agency Executive Producers: Achyutanand Dwivedi & Vishal Agarwala
Account Planning: Mou Roy, Pritish Mukherjee, Deboleena Chatterjee
Production House: Like-Minded People
Director: Piyush Raghani

About DDB Mudra West

DDB Mudra provides its clients specialized solutions for Influence & Behavioural Change. The agency is a destination for talented people united by their belief in the power of creativity. DDB Mudra believes in offering remarkable solutions that make clients more influential whether it is a 30 second TVC, digital or a one-on-one experience that creates an influence cascade.

DDB Mudra West's client roster includes Future Group (Future Value Retail Limited), Godrej No.1, Gulf Oil, Hindustan Unilever Limited, PepsiCo, Lipton International, Inorbit Malls, Johnson & Johnson (Neutrogena and Clean & Clear), Kalpataru, Korum Mall, Lavasa, L&T Realty, Life Insurance Corporation of India, Nirmal Lifestyle, Savita Oil Technologies, Union Bank of India, Volkswagen, World Wide Media (Femina, Filmfare, Lonely Planet Magazine, Top Gear Magazine, Good Food Magazine, BBC Knowledge, Good Homes), Century Plyboards, Symphony, Zydus Wellness, Arvind, Sintex, Adani, Arvind Infra, BSafal, Yash Infra and Infibeam.

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