

PRESS RELEASE

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Volkswagen introduces the New Vento with a campaign by DDB Mudra West
Mumbai | June 29, 2015

Link to the work

<https://www.youtube.com/watch?v=ai2GIwoS3Yg&feature=youtu.be>

Post its launch in 2010, the Volkswagen Vento has earned a reputation of being a premium sedan that delivers style with substance. With the launch of New Vento, Volkswagen aims to raise the bar for product superiority and style.

Objective

The objective of the campaign was to showcase the New Vento as a complete package of thoughtful design and purposeful style.

Campaign Idea

From in-depth consumer research, it was evident that the New Vento buyer was a family person, who appreciated both substance and design. He would not compromise on what is best for his family or on his ride. The New Vento is clearly the car he was long waiting for. With its thoughtful design and blend of style, it is sure to make the owner feel the love it has been crafted with and ensure that he passes it on to his near and dear ones.

Drives would clearly never be the same.

Creative Execution

The media rollout consisted of a clutter-breaking 30-second TV commercial, along with print innovations in leading dailies. This was supplemented by OOH, digital & other interactive initiatives.

The sharply executed TVC is a tale of the love received from the car being radiated. The key protagonist; in this case, the young guy is seen seemingly grooving inside his beautiful New Vento much to the amusement of passersby. What the viewers realize later is that all his funny gestures were to charm and amuse his cute chuckling toddler safely tucked out of view in the backseat. The narrative in true Volkswagen style brought a pleasant twist in the story and along with it, the twinkle in the eye moment, now synonymous with Volkswagen films.

Quoting on the campaign, **Rahul Mathew, Creative Head, DDB Mudra West** said, "Going the family way is often seen as going away from all that's fun. But actually that's a choice, not the rule. The new Vento makes sure that it's a choice you don't have to make when it comes to your car. And that's what we tried to capture in the commercial. A man who sees the fun side to the responsibilities of a father."

"The Vento has always been among our best received products in the market and with the changes made to the New Vento we wanted to do something unique for this carline. The DDB Mudra team has worked very well on the brief and the final

outcome is fantastic” said **Mr. Kamal Basu, Head- Marketing & PR, Volkswagen Passenger Cars, Volkswagen Group Sales India Pvt. Ltd.**

Agency Credits

Agency: DDB Mudra West

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Account Management Team: Anurag Tandon, Rakesh Varma, Aaron D’souza, Rewis D’souza

Strategic Planning Team: Mou Roy, Deboleena Chatterjee, Pritesh Mukherjee

Films Team: Vishal Sane, Vishal Agarwala

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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