

PRESS RELEASE

FOR IMMEDIATE RELEASE

Volkswagen launches the New Vento Highline Plus with a campaign by DDB Mudra West

Link to the work-

<https://www.youtube.com/watch?v=GNPKOCKuNGE>

<https://www.youtube.com/watch?v=E-RSAfvM7vQ>

<https://www.youtube.com/watch?v=jAqxUvxGMDc>

Mumbai | October 21, 2015

Volkswagen, the world's leading car manufacturer recently announced the launch of the New Vento Highline Plus, in India. This edition of the Vento comes with aesthetic and design upgrades that augment its superior driving experience.

One of the key features in the car is the premium touch screen navigation and multimedia system. The campaign developed by DDB Mudra West, announcing the launch of the New Vento Highline Plus is crafted around this feature.

The TVC campaign was first released on the 10th of October 2015 and was supported by communication in the digital and print medium. Recreating three real-life situations, the agency in true Volkswagen style, has attempted to communicate the high utility value of the touch screen navigation feature in the car. In India, passersby are the default GPS for any lost driver and more than often, though willing to help, the directions they give are better off not given. Building on this consumer insight the team developed 3 sharp and humorous TVCs that demonstrated this via an out-of-breath jogger, a paan-chewing man and man who gave "directions" despite the language divide. The work highlighted the New Vento Highline Plus' navigation system that would come to the rescue of all in such a situation, so that such characters 'wouldn't have to help'.

Quoted **Mr. Kamal Basu, Head – Marketing & PR, Volkswagen Passenger Cars**, "The brief was to communicate the attributes of Vento Highline Plus in a manner true to unique tone of Volkswagen. Communicating story in an emotional way that brings - Twinkle in the eye moment at the end. The DDB Mudra team has worked well on the brief and the final outcome has been fantastic."

Quoting on the campaign, **Sonal Dabral, Chairman and Chief Creative Officer, DDB Mudra Group** said, "Like all memorable VW work, our new VW

Vento campaign hinges on a simple human truth - that too, something that's quintessentially Indian at heart - a country where getting directions may not necessarily lead you in the right direction. The films are done in a light, humorous style and I'm sure they'll bring a smile to everyone's lips."

Agency Credits

Agency: DDB Mudra West

Chairman & Chief Creative Officer: Sonal Dabral

President, DDB Mudra West: Rajiv Sabnis

National Head Planning: Aditya Kanthy

Creative: Rahul Mathew, Manish Darji, Ferzad Variyava, Pashyn Sethna, Soumen Nath, Robbie John, Dhruval Mehta, Bhaskar Dwivedi, Riti Hamlai, Manuja Patil

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

Strategic Planning Team: Mou Roy

Films Team: Vishal Sane, Siddhi Bhopale

About DDB Mudra West

DDB Mudra provides its clients specialized solutions for Influence & Behavioral 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.

CONTACT:

Akanksha Mishra | akanksha.mishra@ddb mudragroup.com | + 91 9930338901

Hirak Kapasi | hirak.kapasi@ddb mudragroup.com | +91 9819769132