

Volkswagen India brings in German support for Team India with its latest campaign- #GermanyCheersForIndia

*The multi-media campaign earmarks the launch of Volkswagen's special Cup Edition carlines
The campaign has been conceptualized and created by the DDB Mudra Group*

National | June 2019: Cricket is not just a sport for us Indians; it is an emotion that binds people together- it is a religion. With the world's biggest cricketing tournament gaining pace, the cricketing fever across India is touching its peak.

World over, for Volkswagen, sport has played an integral part in their business. It not only brings in unity across people, but also displays passion, inspiration and excitement. Keeping this spirit in mind, Volkswagen India launched a special Cup Edition for its carlines - Polo, Ameo and Vento. This Cup Edition reflects the fever of cricket; adorned stylish new leatherette seat covers and chrome badge. Adding to its sportiness are the alloy wheels and body graphics.

For the launch of Volkswagen's Cup Edition, the brand wanted to break the communication clutter generated by a multitude of brands during this mega cricketing event- expressing their passion for the Indian cricket team and love for the game in general.

While fans are always on the lookout for ways to express love for their favorite team, the happiness of recruiting more fans and support is always unparalleled. With the Cup Edition being a symbol of fandom and sportsmanship, Volkswagen, a brand that personifies German excellence launched this edition by celebrating the joy of getting support from unexpected places- in this case, football-crazy Germany. Thus was born, #GermanyCheersForIndia.

Conceptualized and executed by the DDB Mudra Group, supported by PHD India and MSL India; this one of a kind, multi-media campaign has brought Germany and India together over the sport of cricket; by bringing in German support for Team India.

Kickstarting the campaign on May 27th, Volkswagen India published a [teaser film](#) on its social pages; featuring the highlights of the Cup Edition in visuals and an enthusiastic cheer for Team India as a background score.

Following this, the brand along with the DDB Mudra Group and media agency- PHD India, involved legendary German football player- Thomas Muller. Muller tweeted a photo of himself in a blue jersey, with his wishes for the Indian cricket team with the hashtag #GermanyCheersforIndia. He tagged the Indian captain Virat Kohli who has been a long-standing supporter of Die Mannschaft, the German National Football team. In a matter of hours, the tweet went viral and supporters from both the countries joined in the conversation. And Twitter exploded.

To fuel the cheer further and to widen the fan reach, the agencies looped in Indian cricket icons Harsha Bhogle and Shikhar Dhawan, who responded to Muller's tweet with messages of appreciation. Their acknowledgment and admiration for the support pouring in from Germany made the movement stand out in the eyes of Indian fans, who were delighted at this unexpected support.



Tweet by Thomas Muller



Tweet by Shikhar Dhawan



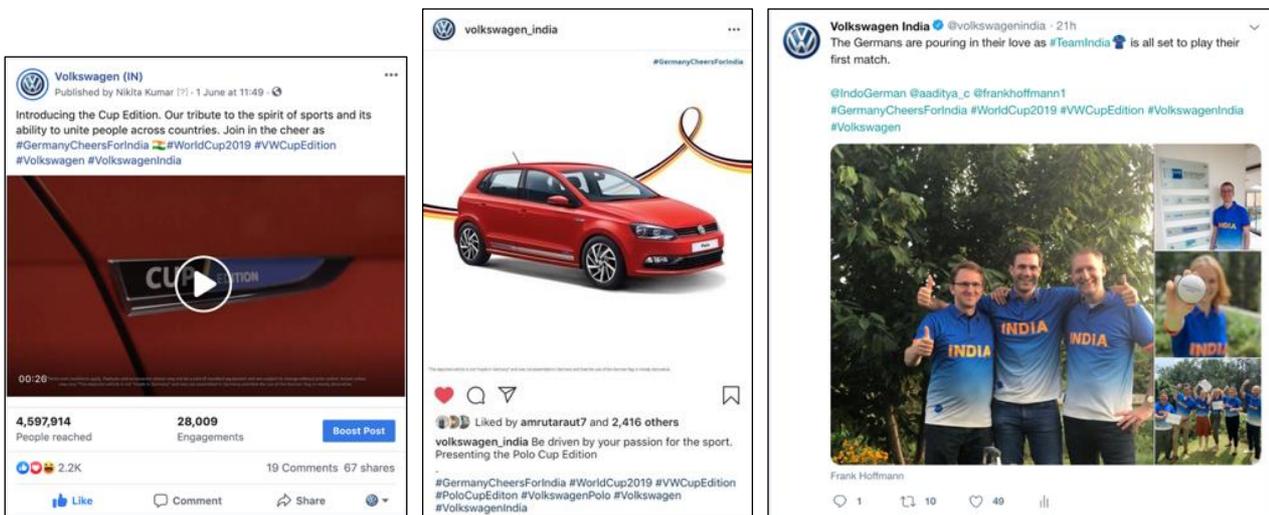
Tweet by Harsha Bhogle

The movement was further supported with a corporate website revamp, print, radio, and outdoor legs; accentuating the Cup Edition carlines while using #GermanyCheersforIndia.

As Team India was getting ready to play its first match against South Africa on June 5th, Volkswagen India was uniting the German and Indian fans for cheering Team India. Muller's tweet engaged more influencers from Germany and India. Even the Indo-German Commerce Council and German Consul-Mumbai joined the movement, posting their photos in blue jerseys on social media.



Owing to the continued engagement via various mediums, #GermanyCheersForIndia garnered further momentum and more fans for Team India.



Thomas Muller's tweet alone has garnered more than 15,000 re-tweets till now. #GermanyCheersforIndia has trended on Twitter for four hours on the day of his tweet, with a reach of more than 300,000, over 213 million impressions and 85% positive sentiment.

As we go further into the tournament, the DDB Mudra Group and the brand intend to keep the fans engaged with #GermanyCheersforIndia, using more topical content about the upcoming matches and details about the brand's Special Cup Edition.

Speaking about the campaign, **Bishwajeet Samal, Head of Marketing, Volkswagen Passenger Cars** said, "World over, Volkswagen has a great commitment towards sports. It plays an integral part of our business as it unites performance, passion, inspiration, excitement and lastly emotion. As a German brand, it is great to witness the support that this campaign has received from Germany so far, with more and more people joining in the cheer. With Thomas Muller catalyzing the #GermanyCheersForIndia movement, we aim to celebrate and bring together sportsman spirit all over."

Rahul Mathew, National Creative Director, DDB Mudra Group added, “At a time when every brand would be doing their bit to support the Indian team, we needed to do something that would not only stand out but also had a strong Volkswagen connect. And what better way to do that than to use its German origins.

#GermanyCheersForIndia does the unthinkable – Thomas Mueller in a blue jersey pledging his support for India. The campaign has garnered unprecedented conversation for the brand. And has gotten cricket stars and fans applauding both Mueller and Volkswagen, for this gesture.”

Agency Credits:

Creative Team - Rahul Mathew, Shagun Seda, Manish Darji, Vinay Singh, Sean De Jervis Sequeira, Vighnesh Gangadharan, Yash Ambre, Tanya Agarwal, Vivek Bhatia, Mahalakshmi Kumar, Nikita, Amarsinh Bhagat, Amol Lad, Amruta Raut, Vaibhav Bhavne, Mohit Patil

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Insights and analytics – Prateek Vora, Ishqae Shaikh, Jeet Gor

Films - Vishal Sane, Meenaz Lala

Production - Hrushikesh Inamdar

About Volkswagen

Volkswagen, a leading carmaker in Europe, sells its broad model range, from the Up! to the Touareg, in more than 150 countries worldwide. Volkswagen currently offers the Polo, Ameo, Vento, Tiguan and all-new Passat in India.

About DDB Mudra Group

The DDB Mudra Group is India’s largest marketing communications and services group and is a part of one of the world’s most influential agency networks- the Omnicom/DDB Worldwide Group. We partner with over 200 clients, including some of the country’s most prominent marketers across sectors, helping build powerful brands and businesses. Our suite of offerings and expertise ranges from brand consultancy to brand activation, media planning and buying, and shopper marketing through our agency brands – Interbrand, DDB Mudra, 22Feet Tribal Worldwide, Track DDB, and TracyLocke. Our approach combines a deep understanding of people, culture, and businesses with persuasive storytelling and creativity.

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