

Volkswagen 75th Anniversary Project



Source: www.Volkswagen.ca

Das Auto für das next Generation

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Executive Summary

This report presents an Integrated Marketing Campaign to celebrate the 75th Anniversary of Volkswagen that was requested by the Marketing Communications and Business Communications classes at BCIT.

Background Information

Volkswagen is currently in a unique position to move into a leader position in the under \$30,000 category of affordable fuel efficient cars with their TDI series. Consumers are becoming more knowledgeable about diesel technology and are actively seeking alternatives that provide fuel efficiency and driving performance. An opportunity arises during this Anniversary year for Volkswagen to be in the right place at the right time offering the only affordable diesel option in their category.

With the creation of the TDI Clean Diesel models, Volkswagen is taking that extra step to compete with hybrid technology and become more environmentally friendly, which has evolved into their unique selling proposition. With the recent worldwide recession, motor vehicle sales have been declining. However, Volkswagen has continued to increase sales along with their market share. Within the past two years, they have won multiple awards for all different brand categories. With increasing numbers of eco-conscious consumers looking for the right option in vehicles for them, Volkswagen is proceeding in the right direction.

Today

In the year 2012, Volkswagen will be celebrating their 75th Anniversary and will hold a campaign for one year across Canada from September 2011 to 2012. The campaign will help gain more knowledge, awareness and preference for the VW brand and TDI models increase in sales. The goal is to increase sales to 10,000 units for the year.

The target market consists of a very broad segment of Canada between the ages of 20 and 34. Our target audience will be focusing on people living in metropolitan areas who earn an average to high income and who are environmentally conscious. We will launch the Anniversary campaign through Advertising, Sales Promotion, Internet marketing, Public Relations and Direct Marketing.

A Volkswagen Golf TDI Clean Diesel Anniversary Limited Edition will be launched throughout Canada. Volkswagen's current slogan "Das Auto" will be joined with the tagline "Powerfully Blue" and will focus on the Golf TDI as an eco-friendly choice that doesn't sacrifice driving performance.

An Internet video contest will be launched where people can submit a video showing what eco-friendly things they would do with their Volkswagen. The prize is a 75th anniversary edition of the Golf TDI and a chance to have the video featured on national TV campaign from April 1st to September 1st. The Runner up will receive \$5000. There will also be a national celebration at dealerships where any test drive will directly donate to Tree Canada. This will appeal to the eco-conscious audience and will directly bring people into the dealerships to test drive the Golf TDI. The main promotion will focus on the "Powerfully Blue" tagline which emphasizes performance without being as harmful to the environment as standard gas technology.

With these promotions, the goal is to meet our marketing objective of selling 10,000 units within a budget of \$5,000,000. The promotions will increase traffic to dealerships and benefit the environment with consumers participating in the Tree Canada test drive offer.

With an increase in knowledge about the technology and incentives to sit in the driver's seat, the goals set out in the marketing objectives will be achievable. Blue is the new Green and Volkswagen is ready to show the world a "Powerfully Blue" year.

Introduction

In 2012 Volkswagen celebrates their 75th Anniversary as a leading automobile manufacturer in the world as well as their 50th Anniversary in the Canadian marketplace. The launch of the Anniversary campaign will celebrate the accomplishments of the Volkswagen family of vehicles and will specifically focus on promoting the Golf family line of models and the TDI Clean Diesel engine option.

Volkswagen is currently in a unique position as consumers are becoming more knowledgeable about diesel technology and are actively seeking alternatives that provide fuel efficiency and driving performance. An opportunity arises during this Anniversary year for Volkswagen to be in the right place at the right time offering the only affordable diesel option in their category.

This report will present research conducted on-line through established sources to support this unique position and will create an Integrated Marketing Campaign to celebrate the Anniversary and promote clean diesel technology helping Volkswagen take advantage of their position.

Background

The company was founded in 1937 in what is today known as Wolfsburg, Germany. During the 1930's Volkswagen was the first company to successfully create an affordable car for the masses and the company name "Volkswagen", which in German means the "People's Car", became their best promotion tool. They have been producing reliable and affordable city cars designed by German engineering ever since and have been a leader in vehicle innovations for over seven decades.

The Volkswagen brand was brought into Canada in 1952 and it was restructured as Volkswagen Group Canada on January 1, 2008. Volkswagen Group Canada, Inc. is an international consolidated company of Volkswagen AG, Wolfsburg Germany.

Volkswagen fashioned stylish and timely automobile brands as the Beetle and Volkswagen Bus during the 1960's, growing and transforming over the years with models like the modern City Golf, the new Beetle, the Touareg and the very popular Jetta.

Over time, Volkswagen's advertising theme has consisted of quirky humor and modern slang. Their current tagline reads "Das Auto" which when translated means "The Car" and indeed it is the car to own considering the awards that its models have been winning for 2010. Automobile Journalists Association of Canada (AJAC) awarded Volkswagen with Best Canadian Car of the Year and Best New Family Car under \$30,000. Also, another website awarded them with Best Green Vehicle of the Year for their new Clean Diesel engines.

*The Golf Family featuring the TDI
Clean Diesel Engine.*

Photo source: www.Volkswagen.ca



Marketing Objectives

To have sustained growth of the Golf family line of cars by increasing vehicles sales to 10,000 units in the Canadian marketplace with TDI Clean Diesel engines representing 50 percent of all new Volkswagen vehicle sales by adults aged 20-34 over the next twelve months.

Situation Analysis

Recent consumer spending research indicates that Canadians feel that the economy is improving but they are not planning on spending more or buying large ticket items. The survey results indicate Canadians will be saving more and spending less with 75 percent lowering monthly discretionary spending. However, with this being said, in 2009 Volkswagen Canada increasing market share by .3 per cent and an increase in sales all across Canada. With sales of other motor vehicle brands declining, now is the perfect time to focus on the reasonably priced, dependable, eco friendly Volkswagen models for those consumers looking for a new car.

Stakeholders

Volkswagen's stakeholders include its customers and auto parts suppliers, their employees, unions, lenders, environmental watchdogs and the dealerships across Canada of where their cars are sold.

SWOT

Strengths

- Offers lowest priced diesel in Canada
- Has a large dealership network in Canada of 131 dealerships (VW.com)
- Increasing sales in a decreasing market, up 3.4 percent from previous year (Market Wire, May 2009)
- Winning many awards in different brand categories including Green category
- Environmentally concerned and proactive with diesel technology
- Full vehicle lineup including SUV, crossover, sports car, sedan
- Reputation for reliability and has strong brand loyalty

Weaknesses

- Small market share within Canada of 2.3 percent (Cato, Jeremy, 2009, Globe and Mail)
- Not considered a mainstream brand
- Late to hybrid market
- Conservative look

Opportunities

- Toyota customer loss due to their quality issues
- Chrysler and General Motors lost customers due to reduced customer confidence.
- Increasing popularity of fuel efficient choices by consumers
- Government allowance for eco-friendly cars
- Canadian economy is improving
- Consumer demand for torque over other car features

- Increased US diesel technology investment increasing knowledge of technology
- Consumer preference for increased fuel economy, 49 percent prefer economy to power (Consumer Reports, May 2009)

Threats

- Declining overall industry sales down (Market Wire, May 2009)
- Competitors introducing 22 hybrid model choices (Giusti, Michael, August 2008)
- Change in government regulations on emission standards
- Rise in diesel gas price, interest rates, or input prices
- Global recession

Competitive Analysis

This section contains findings on industry trends and rankings of automobiles in Canada.

Industry Trends

Consumers are becoming interested in vehicles that have less impact on the environment and so manufacturers have now moved towards smaller more fuel efficient engines and offering hybrid models. Volkswagen has yet to introduce their own hybrid model but have offered reliable, fuel efficient diesel vehicles in the Canadian marketplace for decades. European consumers have embraced Diesel technology with Diesel purchases making up 50 percent of car sales.

In a recent survey of the generation Y demographic, fuel consumption was rated as the most important factor in their buying decision. For environmental factors, 64.4 percent of those surveyed said they would pay more for a vehicle that is better for the environment and is more fuel efficient, but 44 percent said they would not pay more for a vehicle that was environmentally friendly but did not save on fuel consumption (Deloitte, 2010, page 2 and 6).

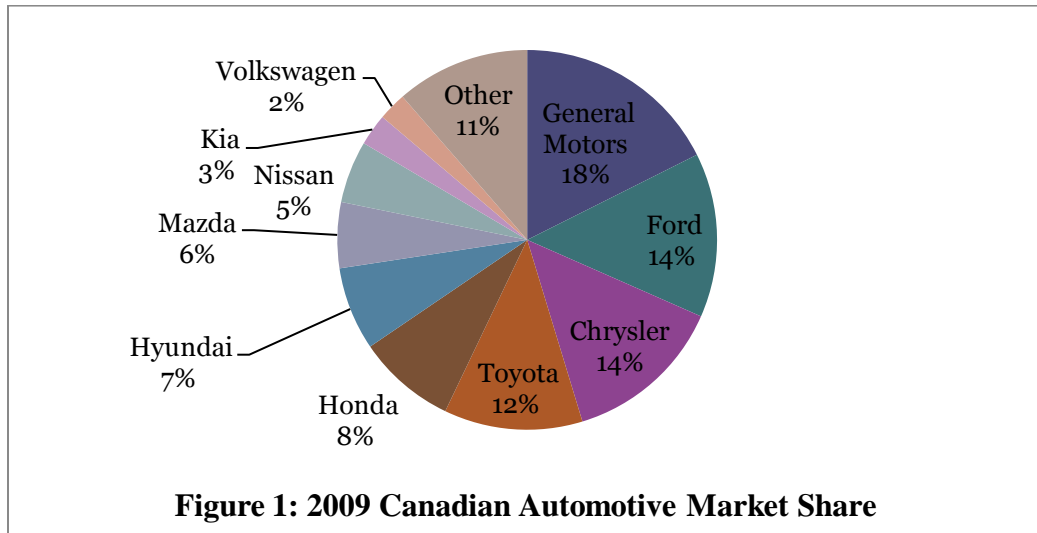
Consumers are holding onto their cars for longer periods of time since vehicle have become more dependable. Also consumers are aware that from an environmental aspect an older car will still pollute less in its lifetime than the pollution created to build a new vehicle. Since 2004, the average length of time someone owns his or her car is up 24 months to a total of 70 months on average among all car brands (Holly Bentz, April 25, 2009, page 1, Consumer Car Buying Trends).

Industry Ranking

In the automotive industry there is a trend for declining sales due to the recent recession and weak economies of the United States and Canada. New car sales are down 15 percent since 2008. Volkswagen however was able to have increasing sales and therefore was able to increase their market share to 2.4 percent of the Canadian marketplace. This increase was mainly due to the introduction and high sales of the Tiguan compact SUV. In 2009 the automobile market fell 16.9 percent in the month of May, but Volkswagen increased sales in Canada with an overall increase

of 7.4 percent in comparison to their previous year's sales (Emily Wexler, June 8, 2009, page 1, Volkswagen Canada: Defying Das Odds).

In the Canadian automotive marketplace Volkswagen ranks 10th out of the major manufacturers in market share. Figure 1 shows the Canadian automobile market share at the end of 2009.



Volkswagen is one of the best selling brands in Europe but only holds a small percentage of the Canadian marketplace as seen above (Desrosiers, April 2010, page 1, Automotive Reports Market Snapshot).

Strategic Decisions

Volkswagen Canada has the opportunity to grow market share in the fuel-efficient, eco-friendly segment with the TDI Clean Diesel technology as their unique selling proposition offered in the Golf Family models. The target audience is looking for fuel-efficient cars that are attractive and well engineered with low emissions and powerful torque (Peckham, 2007).

The recent recalls made by Toyota provides opportunity to capture market share from the Toyota Prius and re-introduces the Volkswagen TDI Clean Diesel technology to consumers who want fuel efficiency without sacrificing performance. Clean diesel technology is being embraced as a viable alternative to hybrid technology. Auto industry experts in North America predict diesel brand models taking 16 percent of 2015 new-vehicle sales, and 26 percent of 2020 new vehicle sales according to Martec Group and Hart Energy Consulting (Pickering, 2007).

Figure 2 illustrates the IMC communication and promotional objectives utilizing a Communication Effects Pyramid. Our campaign will promote awareness of the TDI Clean

Diesel technology as a mainstream eco-friendly option for consumers and one that rivals Hybrid technology without sacrificing driving performance.

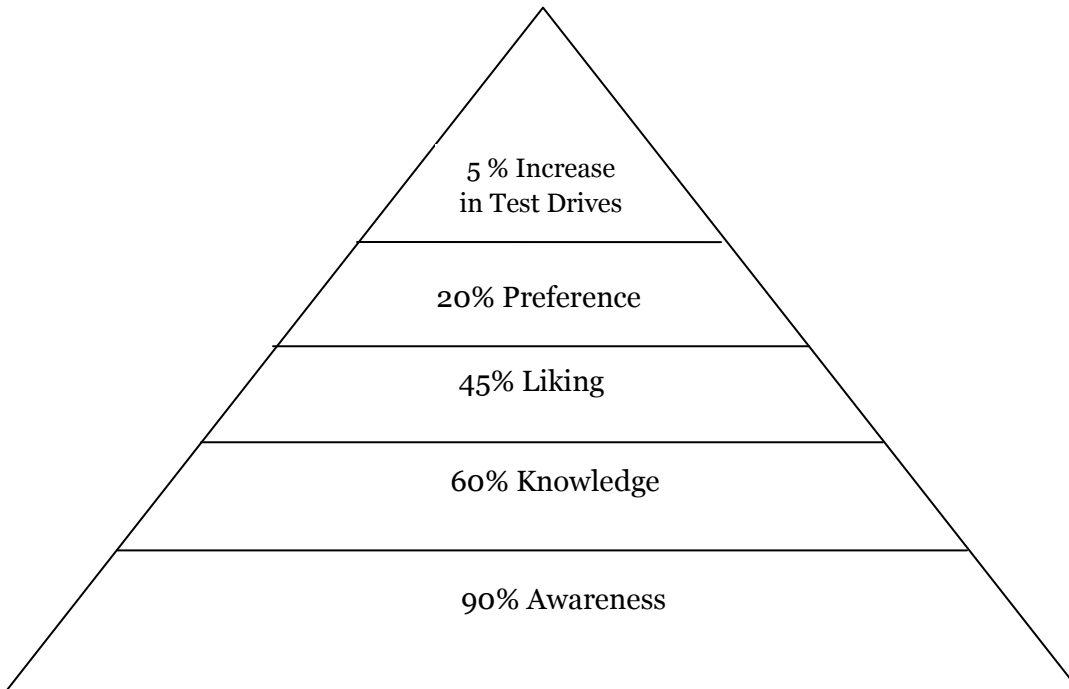


Figure 2 - Communications Effects Pyramid of Golf TDI Clean Diesel Anniversary Campaign

With a target market of nearly 7 million people the Communications Effects Pyramid, as seen above, sets the expectations for the campaign increasing Volkswagen brand recognition and TDI Clean Diesel technology with the objective of generating an increase in sales.

Communication Objectives

This section contains the communication objectives for the campaign and reports the reach of each area.

Awareness

The goal would be to create awareness among 90 percent of the target market of the Golf TDI and Clean Diesel technology using scheduled advertising in television, radio, internet and print reaching a large audience. The target market to population ratio would set a goal of 6,237,900 people in the target audience being aware of the campaign (out of a total of 6,931,000 in the target audience.)

Knowledge

Creating interest in the brand and clean diesel technology among 60 percent of the target audience would be a way of communicating information about the features and benefits of the Golf TDI Clean Diesel model. The company website would house facts, research and awards that highlight the eco-friendly technology and German engineered performance in driving. The

target market to population ratio would set a goal of 4,158,600 people in the target audience being knowledgeable of the Golf TDI and TDI technology.

Liking

Creating positive feelings towards clean diesel technology and the Golf brand among 45 percent of the target audience would be done by using a combination of positive images of low fuel consumption, and connections to eco-conscious behaviors. Advertising will stimulate these feelings leading to a preference for the brand. The target market to population ratio would set a goal of 3,118,950 people in the target audience liking and having positive feelings towards the Golf TDI and Clean Diesel technology.

Preference

The campaign will aim to create preference among 15 percent of the target audience towards integrating clean diesel technology and the Golf brand into their decision making process. The target market to population ratio would set a goal of 1,039,650 people in the target audience preferring the Golf TDI and Clean Diesel technology attributes.

Trial

The goal of increase the number of test-drives by 5 percent of the target audience using advertising, promotions, and direct marketing to invite test drives during special incentive months and throughout the campaign.

Positioning Strategy

The Golf family line up from Volkswagen is being positioned by end benefit with fuel consumption in mind. Diesel engines are very fuel efficient and since Volkswagen is the only automotive manufacturer in Canada to offer a low priced clean diesel engine in their vehicle line-up, the Golf TDI vehicle can be seen as a substitute to competitor hybrid models.

Below, Figure 3 compares vehicle price to fuel consumption of several vehicles that are the same size, shape, and in the same vehicle category as the Golf TDI. The chart uses the base price of each vehicle and also the combined highway and city fuel consumption. Many vehicles in Canada are tested by the Automotive Journalist Association of Canada or (AJAC) and given a rating score out of 10 for each category. When AJAC acceleration scores are compared between the hybrids and the Golf as seen below, in Table 1, it is clear that the Golf TDI is a well balanced blend of fuel consumption, and price with great acceleration.

Table 1: AJAC acceleration scores

Vehicles	Volkswagen Golf TDI	Honda Insight	Toyota Prius	Ford Fusion Hybrid
AJAC Acceleration score	6.0	2.7	5.2	6.9

Only the Ford Fusion Hybrid has a higher AJAC acceleration score than the Golf, as seen above, but the Fusion Hybrid also has a base price that is approximately \$7,000 more than the base price of the Golf TDI. (AJAC.CA) Together with the fuel economy vs. price comparison the Volkswagen becomes a choice for consumers who want an efficient, well priced, and powerful car.

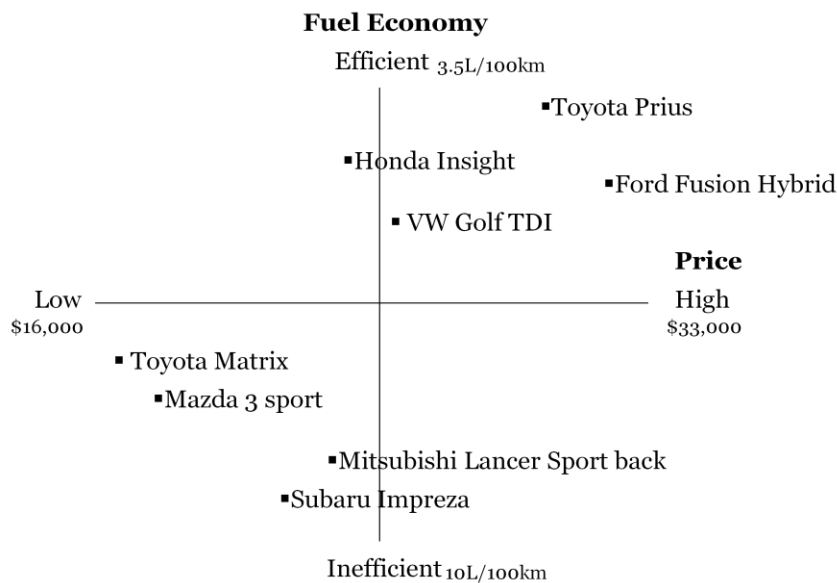


Figure 3- Fuel Economy vs. Price: Volkswagen Golf TDI and Competitors

The figure above shows the Volkswagen Golf TDI Clean Diesel surpasses all of the gasoline competitors for fuel efficiency and is priced slightly higher. This fits for the generation Y demographic, who when surveyed stated that they will pay more for an environmentally friendly vehicle that is more fuel efficient. The Golf also has a lower starting price than most hybrid models with only the Honda Insight having a base price about \$1,000 less.

Target Audience - Golf Family

The target market of Volkswagen Canada for all of their vehicles consists of many different consumers including males and females in the baby boomer, generation X and Y segments. According to industry professionals at Toyota Motor Sales, USA, by 2010 Generation Y will buy one out of four new cars and truck in North America (Ciminillo, J., 2005, Automotive News). According to Statistics Canada roughly 20 percent of the Canadian population is between the ages of 20 to 35.

Out target audience will be the 20-35 males and females living in the Canadian metropolitan areas earning an average to high income. Being environmentally conscious is important to this group but they also appreciate the power of a performance car and the fun in driving. Volkswagen is currently positioned between the economical and luxury segment attracting customers who enjoy a trendy but low profile car. The target audience prefers a quality car with

54 percent ranking quality as their top factor in a car purchase with cost and brand name and warranty following (Clapper, Casey, 2005, Aftermarket News, Pg.12).

Demographic Segmentation

Males and females aged 20-34 earning \$30,000 to \$80,000 annually will be targeted for this campaign. This group is the largest among age groups as it represents 6,931,000 people in Canada and represents 20 percent of the population (Stats Canada, 2008 Population Estimates).

Geographic Segmentation

The campaign will primarily target people living in provinces with metropolitan areas such as British Columbia, Quebec and Ontario. These provinces have the highest populations with Volkswagen dealerships representing 105 out of 131 dealerships (Appendix A). These areas are chosen because they have the largest reach due to the concentration of people in one area.

Psychographic Segmentation

The typical psychographic profile for the campaign is the exhilarated driver. This means that besides the practical function of the car the driver wants an experience while driving feeling the turns and acceleration. Coupled with this driving experience is the knowledge that their actions make an impact on the environment and they want to choose carefully. This segment, particularly the Gen Y generation, likes to get to the point and make sure that what they see is what they get so research about options for fuel economy and performance must be readily available and accurate.

Behavioral Segmentation

These people have either owned a car before and were not satisfied by its power or fuel economy or value these features as first time buyers. Reducing their daily carbon footprint will draw these consumers to an alternative fuel choice when purchasing a new car.

Marketing Mix

The marketing mix provides a detailed explanation of what the product, price, placement, and promotions of the IMC campaign are as well as an explanation of previous promotions from Volkswagen.

Product

Golf TDI Clean Diesel Anniversary Limited Edition, The Golf TDI comfortline, and highline are the three models available for sale. The Golf 5-door is sporty, quiet, fuel efficient compact car. The car combines low emissions and fuel economy to attract a younger more environmentally conscious audience. The clean TDI engine can achieve 1190km per tank and maintain high performance and power The 140 horsepower engine provides power for those who love to drive; while the 2.0 litre Turbo Diesel Injection engine creates 236 lb-ft of torque, most in its class (vw.ca, 2010). The car emphasizes its handling that keeps the fun in driving the car in town and out.

The Anniversary Limited Edition will have an interior package that will include:

- 16 inch alloy wheels

- 6 speed transmission with Tiptronic
- Leather seats and steering wheel
- Power sunroof
- The extent of the Golf highline package

Price

There are three editions of the Golf TDI available. The 5 Door TDI Clean Diesel Comfortline is available at a cost of \$24, 975. The Highline of the 5-Door Golf is priced at \$26, 875 and comes with more stock options than the Comfortline. The new anniversary edition comes stock with more stock options than the Highline and is available at a slightly higher price, \$27, 975.

Placement

The Volkswagen Golf as well as the anniversary edition of the Golf will be available at all 131 Dealerships across Canada.

Promotion

In the past, Volkswagen’s slogan was *Aus Liebe zum Automobil*, which translates to, “*Out of Love for the Car*”, or “*For Love of the Automobile.*” Volkswagen keeps this theme in their current tagline – *Das Auto*, which translates to “The Car”.

The advertising campaign that was voted number one on AdAge.com was Volkswagen’s “Think Small” campaign. In this ad, Volkswagen emphasized on its compact features in 1959 that even now is one of their main features that they have kept. Most of Volkswagen’s promotions that have been done are made with a sense of quirkiness and humour.

Volkswagen developed a racing game available for the iPhone, which was very successful in reaching its target market and lead to an increase in potential buyers visiting Volkswagen showrooms.

The modified car cultures lead Volkswagen to create the “Un-pimp” campaign teaching owners about the new Volkswagen GTI. On their website users can customize their automobile and each different build will lead the users to a different video where they will be able to take an online test drive with “Helga”, the attractive Russian woman in the “Un-pimp” campaign.

Volkswagen also created the Volkswagen hand sign which was hip and caught on with the public. Banners and ads were put on popular websites such as Yahoo, MSN Autos, Road & Track and Gamespy.

Other commercials such as “Meet the Volkswagens” used multi generational Volkswagen models as a symbol or character to go head to head with the Prius hybrid technology.

Volkswagen has shifted their promotion recently branded their eco friendly technology as Blue Motion Technologies and uses the Think Blue tag line for evolving technologies. In mass

advertising more time is being spent on fuel efficiency and performance similar to promotional campaigns of other larger automobile manufactures.

The Anniversary IMC Campaign will continue to use mainstream media because of the size of reach but will also add a component of internet, viral video and direct marketing to get the word out about the promotions and campaign in media methods preferred by the target audience. Highlighting the clean diesel technology as a mainstream technology and as a smart choice for eco-friendly consumers will be a main theme in the message to consumers.

Marketing Communication Tool and Selections

Advertising

Advertising will be the most significantly used communication tool reaching target audience throughout the campaign. It will assist Volkswagen in transmitting the Anniversary message to large groups of people at the same time through radio, television, and magazines with the website or showroom as a final point of delivery.

Strengths

- Great for targeting a mass market of people who can drive or want to own a vehicle
- TV reaches audiences during peak viewing times
- Radio reaches over 60 percent of Canadian aged 18 or older for an hour everyday
- Builds brand equity and creates a stronger Volkswagen brand perception
- Large geographic coverage for all of Canada
- Creative flexibilities to address our target audience

Limitations

- No immediate feedback on how well the campaign is reaching the target audience
- Uncertainty of how the audience will interpret the message of the print ads
- Difficult to retain attention when advertising on radio especially if our audience is driving or occupied
- Noise and selective attention interfere with the message
- Radio and television advertising is expensive

Internet Marketing

The internet is a preferred communication tool used by the target audience with 71 percent using the internet for the majority of their purchase decisions. Marketing the campaign through the internet driving traffic to the Volkswagen website will match consumer choice for information and also provide a measure of success with ad tracking and collection of consumer information. The campaign will be implemented by banner ads on various motor vehicle sites and social media sites. The main Volkswagen website will also have updates with information on the Anniversary year activities and promotions and collect email address to inform consumers of sales promotions and celebrations (Clapper, Casey, 2005, Aftermarket News).

Strengths

- Average time spent on car websites is 2-5 minutes (The Economist, London, 2005).

- Less expensive than traditional advertising
- Effects of campaign can be measured
- The internet has a large reach over the target audience

Limitations

- Considered non-traditional media
- Need staff to update website
- Can have technical failures if traffic is too high or code is corrupted

Sales Promotion

Consumer sales promotion will be used for sampling (i.e. Test driving).

Strengths

- Creates desire to buy the TDI Clean Diesel vehicles and other models
- Has the potential to speed up the selling process and maximize sales of Volkswagen models
- Trial purchases, repeat purchases and increasing consumption

Limitations

- Sales promotions must be timed well during the campaign to gain interest of the target audience

Public Relations

A celebration will be held at the dealerships to launch the 75th Anniversary Campaign across Canada.

Strengths

- Builds Volkswagen brand image and brand equity
- Getting the community involved in the anniversary
- Local press may cover the event giving free exposure

Limitations

- High costs of implementation and supplies
- One time event so no repeat exposure

Direct Marketing

Volkswagen will contact previous customers, through direct mail, with invitations for the 75th Anniversary party and also to bring them in to test drive the new Golf TDI. The direct marketing will be supported by sales promotion.

Strengths

- Used to persuade immediate consumer action to visit the dealerships
- Uses Volkswagen consumer database

Limitations

- Could be mistaken for “junk mail”

Contest

An online contest will be promoted to create awareness of the new Golf TDI model.

Strengths

- Consumer becomes involved with the brand
- Consumers are motivated to participate because of the prizes

Limitations

- Legal issues
- Can create a dilution of the brand
- People may only participate for the prize

Message Design



photo source:vw.com

The Big Idea is
“POWERFULLY BLUE”
The Golf TDI
An eco-friendly choice with excellent
driving performance.



The campaign will create a brand identity for Volkswagen TDI Clean Diesel the technology of choice for drivers who care about the environment and enjoy a high performance car and will feature the term “Powerfully Blue” as a tag line.

Stakeholders will be part of the promotions in the following ways:

For Customers: A video contest will be held to involve potential and existing customers and a promotional party for the target market will launch the campaign. Volkswagen will offer special financing for purchases of the Golf Family TDI Clean Diesel models along with an offer to defer payment for 75 days when financing through Volkswagen. A special incentive will be offered to choose a TDI engine.

For Dealership Owners: A huge promotional pull strategy for 12 months including a large launch event at the dealership and media allowances during pulses of advertising for local ads.

Employees: The launch party will include a time for management to make employees aware of the promotions and thank them for working at the company and making it a success.

For Sales Staff: For the top three Golf TDI salespeople Volkswagen will award a trip and money package worth \$5,000 each.

Environmental watchdogs: A Plant a Tree donation will be made to Tree Canada for every test drive of a Golf TDI Clean Diesel Model up to a \$75,000 donation. Tree Canada is a non-profit

charitable organization that encourages all Canadians to plant and care for trees in urban and rural areas.

Pre –testing message will be done with an on-line survey to assess the target markets knowledge of the TDI Clean Diesel technology and its benefit to the environment.

Below Table 1 sets out the design message for each marketing communications area.

Table 1 Design message for each marketing communication area

Medium	Purpose	Concept	Visual
TV	Anniversary Promo	A Trip to the recycling depot couldn't be any sweeter – Powerfully Blue	A car made out of leaves is in frame and as it drives the leaves fly off and reveal the Golf TDI
TV	Contest winner	Script TBD	Creative TBD
Radio	Launch Party	Blue is the new Green	N/A
Radio	Anniversary Promo	Blue is the new Green	N/A
Internet	Anniversary Promo	A Trip to the recycling depot couldn't be any sweeter – Powerfully Blue	Golf TDI driving on curvy road or stylishly through a city full of friends – high energy
Internet	Contest	What eco-friendly things do you do with your Volkswagen?"	Funny scenes of a Golf TDI being eco-friendly
Internet	Launch Party	Blue is the new Green	
Print	Magazine, Trade Show, Direct Mail	A Trip to the recycling depot couldn't be any sweeter – Powerfully Blue	Golf TDI driving on curvy road or stylishly through a city full of friends – high energy

The table above shows the type of message per media, the purpose, concept and visual of the advertisement. A full portfolio of ads can be seen in Appendix D.

The radio ad would be based on the Anniversary promotions with a modified version for the launch party. The script follows:

Actor A: Nice car

Actor B: Like my new Golf TDI! Blue is the new green, man!

Actor A: What???

Actor B: Blue Motion is how Volkswagen is lowering emissions – they offer clean diesel in their TDI models and the driving is fun and better for the environment!

I got a great deal on this Golf TDI and since Volkswagen is celebrating their 75th Anniversary I got this great limited edition package with 16" alloy wheels, leather seats, power sunroof and a six speed transmission.

Actor A: Sweet! I need a new ride....

Actor B: Blue is the new Green!

Announcer: Test-drive a TDI today and Volkswagen will donate a tree to Tree Canada.
Volkswagen – Powerfully Blue.

Media/Message Delivery

To reach the target audience, contact points will be selected for direct and repeated exposure to the message. The Volkswagen website will be utilized as a main information and promotional tool. Local radio news and music stations will also be contact points for promotion information. The contest will get consumers involved in the campaign, which is created with the purpose of creating viral marketing of the brand. Print ads will focus on internet social media sites and magazine placement limited to a car buying magazine.

Mass media will be used to reach a larger number of people and will be done during programming preferred by the target audience. Auto Shows will promote the campaign with the added benefit of touch and feel of the product. The dealership will also provide an interactive environment for the consumer and will feature the TDI technology and the Golf TDI model to create desire for a test drive.

In Canada, the target market aged 18-34 is the beginning of the social media era. With this in mind, we have chosen a variety of social media networks including Facebook, MySpace and Twitter to reach the target audience. Other internet sites include: cardomain.com, canadiandriver.com, driving.ca, topgear.com, and Revscene and online forum.

Canada has a very strong radio audience and we have chosen 13 radio stations in the Modern Rock and Top Hits Pop formats across the country to reach our target market at a local level in every province. In British Columbia “The Beat” and “The Fox” would be examples of these formats.

Television advertising will be used to promote Volkswagen’s Powerfully Blue campaign and will also be used to air the winning commercial from the online video contest. Programs chosen that best appeal to the target audience are “Hockey Night in Canada,” “CSI,” “Big Bang Theory,” and “How I Met Your Mother”.

A launch party at every dealership will give Volkswagen an opportunity to thank valued customers and promote the Golf TDI and direct potential customers to test drive the car. Direct Mail will be used to invite select customers to the launch event and a larger group throughout the year to check out the Golf TDI models with an incentive to test drive the car as a way to help the environment with the Tree Canada promotion.

Schedule of media activities

For Volkswagens 75th anniversary there are three promotions for the campaign:

- Promoting the Powerfully Blue theme of the TDI clean diesel car
- Launching the 75th anniversary at dealerships

- An internet video contest

The Powerfully Blue promotion will be ongoing throughout the year starting September 2011 until September 2012. To promote this there will be a full page color ad in Car Guide magazine for all issues released (September, January, February and June).

Television advertising will run for all 4 weeks in December, April 1 to 21 and April 29 to May 5. Direct mail postcards will be sent to past purchasers (2800 per run) every week in April, May and July. Ads will be placed online throughout the year with the exception of forums which will only stay up until April. Radio ads will also be played throughout July.

The 75th Anniversary launch party promotion will run from September 4th to October 16. The event will be promoted on social media such as Facebook, YouTube, MySpace and Twitter starting September 4th up to the day of the event. Radio ads will also be played from September 4th to the event on 9 modern rock and 4 top hits stations throughout Canada to drive people to their local dealership. Direct mail postcards will be sent to from September 11 to October 8 to invite past customers to celebrate the 75th anniversary.

The Internet video contest will run from September to April. This will be advertised through the internet on car websites such as driving.ca, cardomain.com and Canadiandriver.com. It will also be promoted through forums, blogs, YouTube and Facebook with the intent of going viral. The advertising will go from the beginning of the campaign to January to get people to submit their videos and from January 15th to March 31st the advertising will be to get people to vote for their favourite video. The winner's ad will be played on television from April 1st to April 14th and April 22nd to the 28th.

A detailed Gantt chart can be found in Appendix B.

Mass Media

Television, radio, and limited magazine exposure will be selected for maximum reach for our target audience. The frequency of the message will be high since the average person retains information after three exposures to a media source. The advertising will be scheduled in a pulsing method with the campaign starting in September 2011 with the 2012 models being released and lasting for twelve months. The advertising will pulse in September, December and April, which are months for increase car purchases and will follow a constant schedule of advertising in the remaining months. The budget will be appropriated to the dealership per province ratio and focus on metropolitan areas according to the BDI and CDI for the areas and target market.

Direct marketing

Through direct mail Volkswagen will contact Volkswagen customers who purchased or leased cars within a 4-5 years window and invite them to the test drive the Golf TDI and plant a tree promotion. Select Volkswagen owners will be selected in September by the service department and invited to the launch party celebration. The direct marketing will be supported by sales promotions.

Contest

Contestants will submit a 30 second commercial of “What eco-friendly things do you do with your Volkswagen?” Videos will be submitted to a dedicated site that is linked to www.Volkswagen.ca and can be in English or in French.

Ten finalists will be chosen by a Francophone and Anglophone jury on Jan 15th 2012 and held virtually in major cities across Canada. VIP Volkswagen customers across Canada will be awarded the opportunity of being on the judging panel that chooses the finalists. There will be 75 days to vote on-line at the VW.ca website once the finalists are selected. A finalist and runner up will be chosen by number of votes received on March 31st.

The 1st prize will be a 75th anniversary edition of the Golf TDI and will feature the winning ad as part of the national TV campaign from April 1st to September 1st. The runner-up will receive \$5000. The winning ad will be adjusted to both official languages. The table below describes the expenses to hold the contest.

Ads to promote the contest will start September 1st and will be placed on car enthusiast forums, blogs and also social media with the intent of going viral. The website for submission and viewing will be in French and English.

The cost of the video contest is described in Table 2.

Table 2 - Description of expenses for Video Contest

Contest website description	Expenses
Video contest website design cost	\$ 70,000
Jury group and associated costs	\$ 10,000
Fees for Quebec contest set up (3 percent of prize)	\$ 1,015
Personnel cost/month to maintain website	\$ 28,000
Vehicle prize cost	\$ 28,775
Cash prize	\$ 5,000
Total cost of Contest	\$ 142,790

The expenses described above will make up approximately 3 percent of the overall budget of the campaign and will be used as part of the online promotion with the purpose of creating viral marketing within the target audience.

Publicity

Powerfully Blue - Dealership Celebration

In honor of Volkswagen’s 75th anniversary, there will be a celebration at each of the 131 Volkswagen dealerships across Canada in the beginning of October. The festivity will be held from 10am-5pm. The event will build preference and awareness of the Volkswagen brand. The guest count will be approximately 100 people. For the first two hours (10am-12pm) staff and employees will receive a special preview of the event and receive information on the promotion.

Sales staff will be made aware of contest to top selling Golf TDI sales person of the year, first and second place Canada wide will receive a trip for two to Germany worth \$7500 each.

Celebration Details:

- Full display on the advantages of driving a TDI Clean Diesel model and its benefits for the environment – this display will stay at the dealership for the year
- Announcement of the **Powerfully Blue** test drive partnership promotion with Tree Canada where Volkswagen will donate one tree per test drive of a TDI model up to a value of \$75,000
- Test drives of Golf TDI model scheduled throughout the event
- Display of Volkswagen’s iPhone and iTouch app games available for free
- A draw for customers to win one of three free iPod touches preloaded with Volkswagen game
- Green and white cupcakes topped with 3D mini Golf TDI Clean Diesel cars (party favor)
- Free drinks such as the European favorite Fanta, Redbull Energy drink and water
- Free German catering (i.e. Bratwurst) served on 100 percent recycled plates and napkins
- First 75 people to visit the dealership will receive a free 75th anniversary Volkswagen t-shirt

Table 3 below sets out the budget for the Powerfully Blue Launch Party.

Table 3 - Powerfully Blue Launch Party Budget

Description	Price per unit (x 131 dealerships)	Total for 131 dealerships
8GB iPod Touch	\$219 x 3	\$86,067
T-shirt with logo	\$2.76 x 75	\$27,117
Fanta, Redbull and water	\$300	\$39,300
German Catering	\$15 per person x 100 guests	\$196,500
Recycled plates/forks	\$60	\$15,720
TDI Diesel Display	\$500	\$65,500
Décor Cupcakes w/topper	\$300	\$39,300
	Total Expenses	\$469,504

The table above shows the majority of the expenses will be directed towards food and raffle prizes attractive to the target audience with the TDI Diesel Display accounting for the next largest percentage of the budget. The TDI Display can be used throughout the year at the dealership and at Trade Shows.

Budget Allocation / Appropriation

The total estimated cost for the advertising campaign will be \$5,000,000. The cost has been distributed over 10 segments in mainstream and alternative media choices.

Figure 4 below shows a summary of the cost breakdowns for each segment in a percent of the total expense.

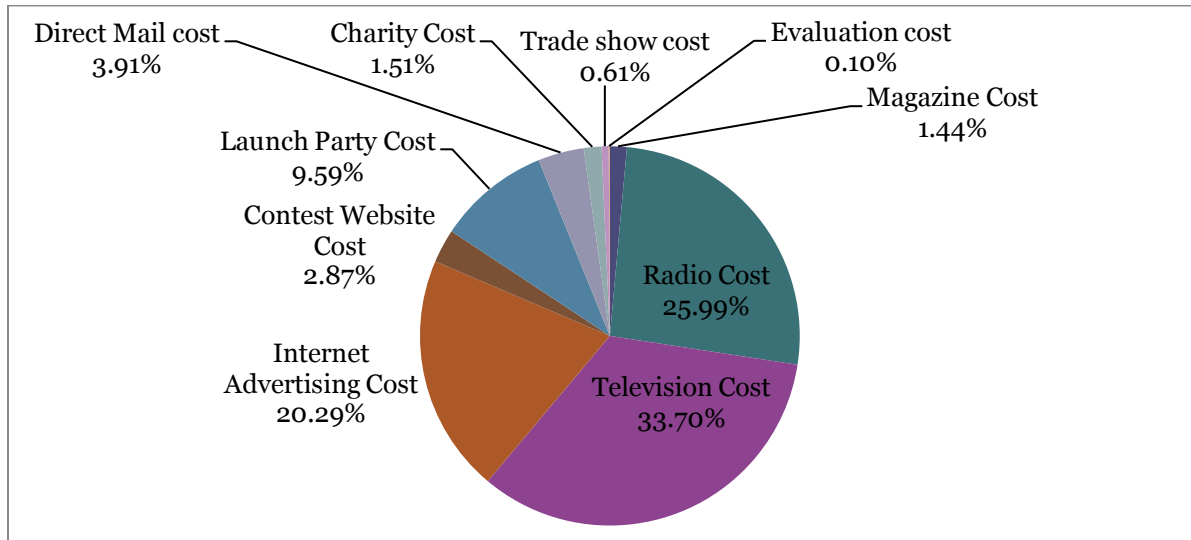


Figure 4 - Summary of Expenses in percents for Powerfully Blue Campaign

As seen above, the budget of the Powerfully Blue campaign reflects the current trend to spend at least 20 percent of advertising costs on internet vehicles where the target audience is spending more time (The Economist, 2005).

As seen below in Table 4 the majority of the budget goes towards radio, television, and online advertising, as these have the largest audience and are the most expensive advertising mediums. A summary of the budget is below. A detailed cost breakdown is in Appendix C.

Table 4 - Summary of Advertising and Promotion costs for Powerfully Blue Campaign

Summary of Powerfully Blue Advertising Campaign	Cost
Magazine Cost	\$ 71,464.00
Radio Cost	\$ 1,291,800.00
Television Cost	\$ 1,675,000.00
Internet Advertising Cost	\$ 1,008,600.00
Contest Website Cost	\$ 142,790.00
Launch Party Cost	\$ 476,644.00
Direct Mail cost	\$ 194,200.00
Charity Cost	\$ 75,000.00
Trade show cost	\$ 30,200.00
Evaluation cost	\$ 4,750.00
Total Advertising campaign cost	\$ 4,970,448.00

The table above shows direct costs of the campaign will total \$4,970,488 and a contingency of \$29,552 will be added to put the budget at \$5,000,000 to account for fluctuations to input prices.

In addition to the paid marketing costs there will be marketing opportunities via viral internet marketing and coverage in local news that are not measured the budget but will add word of mouth vehicles that are of greater significance.

Evaluation

We will evaluate the effectiveness of our Anniversary campaign to ensure that we are communicating with our target market and audience effectively.

Pretests will be conducted before the campaign is officially launched to the public. The finished print ads will be tested through Portfolio Tests. Focus groups from our target audience composed of eight people for three sessions (\$1,000 each) will be exposed to both anniversary ads and non-anniversary ads and evaluated for recall.

Posttests will be carried out after the Anniversary campaign has been released. The main amount of the tracking will be done through the Internet. The traffic for the Volkswagen online website, Anniversary website link, website usage, banners ads and social networking sites will be tracked through Google Analytics. At the dealership locations across Canada, Volkswagen will measure vehicle sales of the Golf TDI during the year and the number of test-drives of Golf TDI models during the promotion. The promotional launch party attendances will be recorded. In addition, on the Volkswagen Anniversary website, there will be a link to take a survey which will consist of basic questions regarding the campaign. Participants of the survey will be entered into a draw with the chance to win \$750 of free gas or diesel.

Conclusion

The Volkswagen company, originating in Germany, is known as the "people's car". Known for their affordability and reliability for the average family, Volkswagen has exceeded consumer demands by expanding their model line to highlight valued characteristics creating global brand awareness with a strong reputation for reliability and strong brand loyalty.

Volkswagen has the lowest priced diesel in Canada and is in a unique position of being an affordable alternative to consumers looking to balance fuel economy with performance. Most consumers consider fuel economy when purchasing a car and with the rise in acceptance of the clean diesel technology Volkswagen is first to market in this category.

Volkswagen's challenge is to raise awareness of their unique position and promote their vehicles in the competitive market of affordable cars. The 75th Anniversary provides an opportunity to promote their reputation and technology to an audience who is ready to appreciate their vehicles.

The Big Idea is "Powerfully Blue" and will focus on the Golf TDI as an eco-friendly choice without sacrificing driving performance, and most importantly it is fun to drive! The campaign will create a brand identity for TDI Clean Diesel as the technology of choice for drivers who care about the environment and enjoy a high performance car.

To reach the target market a tailored plan will follow the target audience of 20-35 year old consumers and attract their attention through traditional mass media as well as online combining the two mediums with a video contest. A launch party will kick off the Anniversary and engage consumers in a year of fun and eco responsibility with the Tree Canada donation per test drive.

With an increase in knowledge about the technology and incentives to sit in the driver's seat, the goals set out in the marketing objectives will be achievable. Blue is the new Green and Volkswagen is ready to show the world a "Powerfully Blue" year.

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Appendix

Appendix A - Population to dealership chart

Appendix B - Gantt chart

Appendix C - Budget

Appendix D – Portfolio of Ads

Appendix A

Population to dealership chart

Population of Provinces compared to # of dealerships:

Province	Population	VOLKSWAGEN Dealerships	percent population to dealership
Ontario	9,068,500	47	192,947
Quebec	5,424,800	41	132,312
British Columbia	3,113,400	17	183,141
Alberta	2,629,600	9	292,178
Manitoba	822,500	2	411,250
Saskatchewan	682,700	3	227,567
Nova Scotia	649,200	6	108,200
New Brunswick	518,500	4	129,625
Newfoundland and Labrador	357,700	1	357,700
Prince Edward Island	96,100	1	96,100

(Ages 15-64 & including both sexes)

2009 Statistics Canada Survey

source:

[http://www40.statcan.gc.ca/l01/cst01/demo31a-eng.htm?sdi=population percent20age percent20province](http://www40.statcan.gc.ca/l01/cst01/demo31a-eng.htm?sdi=population%20age%20province)

Appendix B

Gantt Chart

Media	September				October					November				December				January					February				
	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	
Internet Video Promotion																											
Internet Ads																											
cardomain.com																											
canadiandriver.com																											
driving.ca																											
topgear.com																											
facebook.com																											
forums	6 Car Forums (ex. Revscene.net)																										
youtube																											
TV winner ad																											
CBC	30 sec																										
CSI	30 sec																										
Big Bang Theory	30 sec																										
How I Met Your Mother	30 sec																										
Party Promotion																											
Internet (social media)																											
Facebook																											
youtube																											
myspace																											
twitter																											
Radio (13 Stations across Canada)																											
9 Top hits	30 sec, numbers are per station	30/week	30/week	30/week	30/week	30/week	30/week	30/week	30/week																		
4 Modern Rock	30 sec, numbers are per station	30/week	30/week	30/week	30/week	30/week	30/week	30/week	30/week																		
Direct Mail																											
Post cards to home			10000	10000	10000	10000																					
Power of Blue Promotion																											
TV																											
CBC	30 sec													8/week	8/week	8/week	8/week										
CSI	30 sec													2/week	2/week	2/week	2/week										
Big Bang Theory	30 sec													2/week	2/week	2/week	2/week										
How I Met Your Mother	30 sec													2/week	2/week	2/week	2/week										
Magazine (car guide)																											
Car Guide	full page color																										
Direct Mail																											
Postcard to home																											
Internet + Social Media																											
cardomain.com																											
canadiandriver.com																											
driving.ca																											
topgear.com																											
facebook.com																											
forums	6 Car Forums (ex. Revscene)																										
youtube	30 sec, same as TV ad																										
myspace																											
twitter																											
Radio (tree promotion)																											
9 Top hits	30 sec																										
4 Modern Rock	30 sec																										

	Media	March				April					May				June				July					August			
		4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26
Internet Video Promotion																											
Internet Ads																											
cardomain.com																											
canadiandriver.com																											
driving.ca																											
topgear.com																											
facebook.com																											
forums	6 Car Forums (ex. Revscene.net)																										
youtube																											
TV winner ad																											
CBC	30 sec					8	8		8																		
CSI	30 sec					2	2		2																		
Big Bang Theory	30 sec					2	2		2																		
How I Met Your Mother	30 sec					2	2		2																		
Party Promotion																											
Internet (social media)																											
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CSI	30 sec					2/week	2/week	2/week																			
Big Bang Theory	30 sec					2/week	2/week	2/week																			
How I Met Your Mother	30 sec					2/week	2/week	2/week																			
Magazine (car guide)																											
Car Guide	full page color																										
Direct Mail																											
Postcard to home						2800	2800	2800	2800	2800	2800	2800	2800	2800					2800	2800	2800	2800	2800				
Internet + Social Media																											
cardomain.com																											
canadiandriver.com																											
driving.ca																											
topgear.com																											
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myspace																											
twitter																											
Radio (tree promotion)																											
9 Top hits	30 sec																										
4 Modern Rock	30 sec																										

Appendix C - Budget

Radio

# of weeks to run ad	11
# of radio stations across Canada	13
# of plays each day	6

Radio Costs	Production costs	\$ 4,800.00
	Cost of each run	\$ 300.00
	B.C.	
	Modern Rock	
	Top Hits Pop	
	Alberta	
	Modern Rock	
	Ontario	
	Modern Rock	
	Top Hits Pop	
	Quebec	
	Modern Rock	
	Top Hits Pop	
	Sask.	
	Top Hits Pop	
	Manitoba	
	Top Hits Pop	
	N.B.	
	Top Hits Pop	
	N.S.	
	Top Hits Pop	
	P.E.I.	
	Top Hits Pop	
	Newfoundland	
	Top Hits Pop	
	Total runs/day	
	Total Costs \$300/run x each run	\$ 23,400.00
Total cost/week to Run 5 times a week morning and evening rush	\$ 117,000.00	
Cost for year	\$ 1,291,800.00	

Television

# of weeks to run ad	10
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Television	Production costs	\$ 275,000.00
	Cost of each run	\$ 10,000.00
	National broadcasts	# of runs per week
	Hockey night in Canada	8
	CSI	2
	Big Bang Theory	2
	How I met your mother	2
	Total runs/week	14
	Total cost/week @ \$10,000/run	\$ 140,000.00
	Total cost for Year	\$ 1,675,000.00

one main ad and one modification for video contest ad

Internet Advertising

# of months to run ad	7
Print production cost	\$ 78,600.00
# of websites to advertise on	23

One tdi, one contest, and one dealership party (ads in english/french)

first run

Internet advertising	Banner and sidebar advertising	Estimated monthly pricing
	Cost per website	\$ 5,000.00
	Total cost per month	\$ 115,000.00
	Total cost for first run	\$ 883,600.00

# of months to run ad	5
# of website to advertise on	5

second run

Internet advertising	Banner and sidebar advertising	Estimated monthly pricing
	Cost per website	\$ 5,000.00
	Total cost per month	\$ 25,000.00
	Total cost for second run	\$ 125,000.00

Total cost for year	\$ 1,008,600.00
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Contest website costs

# of months to run contest	7
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Website for contest	Video contest website design cost	\$ 70,000.00
	Focus group and associated costs	\$ 10,000.00
	Fees for Quebec contest set up (3% of prize)	\$ 1,015.00
	Personnel cost for 7 months	\$ 28,000.00
	Vehicle prize cost	\$ 28,775.00
	Cash prize	\$ 5,000.00
	Total cost of contest	\$ 142,790.00

\$50,000 website +
\$20,000 current website modification

Launch Party and Dealership Cost

# of Dealerships	131
# of 8GB iPod Touch per dealership	3
# of T-shirts with logo per dealership	75
# of Fanta, red bull, and water per dealership	1
German Catering	100
Recyclable plates/forks pack of 50	1
TDI diesel display	1
Décor cupcakes with topper	1

Prizes	Unit Cost	Total cost
8GB iPod Touch	\$ 219.00	\$ 86,067.00
T-shirt with logo	\$ 2.76	\$ 27,117.00
Fanta, red bull, and water jugs	\$ 300.00	\$ 39,300.00
German Catering	\$ 15.00	\$ 196,500.00
Recyclable plates/forks	\$ 60.00	\$ 7,860.00
TDI diesel display	\$ 500.00	\$ 65,500.00
Décor cupcakes with topper	\$ 300.00	\$ 39,300.00
Total		\$ 461,644.00

3 Top salesperson bonus across Canada	\$ 5,000.00
Total cost	\$ 15,000.00

Magazines

Print production cost	\$ 26,200.00
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English/French 1 ad

Magazines	1 page preferred	Total for colour
Carguide (only 4 issues a year)	4 Issues in Jan, June, Sep, special buyers guide in Feb	Total for all issues
	Full page 4 colour regular issue \$8,230	\$ 45,264.00
	Full page 4 colour buyers guide \$14,670 +.15% premium fee	
	Total cost for year	\$ 71,464.00

Direct Mail Cost

# of mailouts	80000
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	Cost	Total Cost	
Cost per postcard	\$ 1.75	\$ 140,000.00	
cost per stamp	\$ 0.35	\$ 28,000.00	
Print production cost	\$ 25,000.00	\$ 26,200.00	add \$1200 for French translation
Total		\$ 194,200.00	

Charity Cost

Fixed cost at	\$ 75,000.00
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Trade show Cost

Cost of Print Production	\$ 26,200.00	English/French
Cost of Display Materials	\$ 4,000.00	
Total	\$ 30,200.00	

Pre and post evaluation fee

# of online surveys	1
# of focus group	3
# of people in focus group	8
# of online prizes for filling out survey	1

	Unit cost	Total cost
Online survey set up cost	\$ 1,000.00	\$ 1,000.00
Focus group cost per session	\$ 1,000.00	\$ 3,000.00
Online survey prize cost	\$ 750.00	\$ 750.00
Total evaluation cost		\$ 4,750.00

Summary

Magazine Cost	\$ 71,464.00
Radio Cost	\$ 1,291,800.00
Television Cost	\$ 1,675,000.00
Internet Advertising Cost	\$ 1,008,600.00
Contest Website Cost	\$ 142,790.00
Launch Party Cost	\$ 476,644.00
Direct Mail cost	\$ 194,200.00
Charity Cost	\$ 75,000.00
Trade show cost	\$ 30,200.00
Evaluation cost	\$ 4,750.00
Total Advertising campaign cost	\$ 4,970,448.00

miscellaneous costs	\$ 29,552.00
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Appendix D – Portfolio of Ads



Golf TDI
POWERFULLY BLUE



Das Auto.

To celebrate our anniversary, Volkswagen will plant a tree for every test drive of a GOLF TDI. For further information go to www.VW.ca

Print Ad

facebook Home Profile Account



Suggest to Friends

Welcome to the official Facebook Page of Volkswagen Canada!

Fans
6 of 33,118 Fans See All

Justin Telesford	Taylor Wise	Kristie Clark Parken
Peggy Philyaw	Karen Roy Custard	Adrian Liviu Dragan

Favorite Pages
6 of 15 Pages See All

VW Jetta	VW Routan	Kokanee Crankworx
VW CC	Volkswagen Jetta TDI Cup	VW Bus

Links
3 of 464 links See All

Volkswagen [Become a Fan](#)

Wall Info Notes YouTube Photos Boxes >>

Volkswagen + Fans Volkswagen Just Fans

Volkswagen

Volkswagen 75th Anniversary Contest

At Volkswagen, we are celebrating our 75th Anniversary and we invite you to enter our contest for a chance for you to win a 5-Door Golf TDI and also will be featured on National Television for our commercial. \$5000 dollars will be awarded to our second place spot. Click on the above link for further information or visit www.VW.ca.

Volkswagen

Volkswagen Group: First-quarter deliveries grow 24.6 percent to 1.73 million vehi...

www.volkswagenag.com

During the first three months of this year deliveries of the Volkswagen Group developed very well. Over this period, Europe's largest automaker delivered worldwide a total of 1.73 million (Q1 2009: 1.39 million; +24.6 percent)* vehicles to customers, thus outperforming the positive trend on global a...

Fri at 12:15pm · Share

77 people like this.

View all 35 comments

Volkswagen

Have you given your masterpiece of German engineering a name? What is it?

April 12 at 8:41am

83 people like this.

View all 276 comments

Volkswagen

Do you talk to your Volkswagen?

April 9 at 8:33am

374 people like this.

View all 281 comments

Volkswagen

Have you seen this car yet?



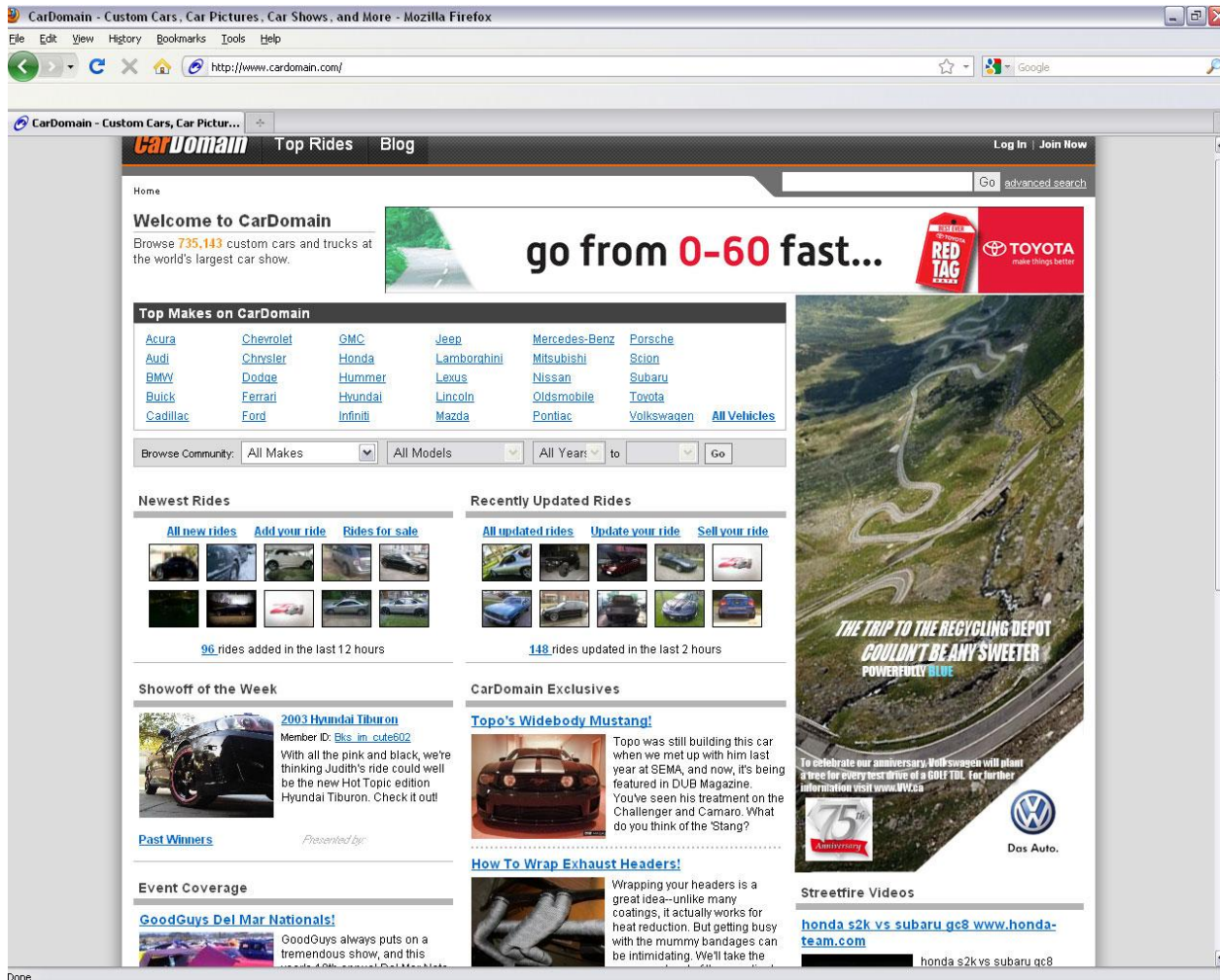
Create an Ad



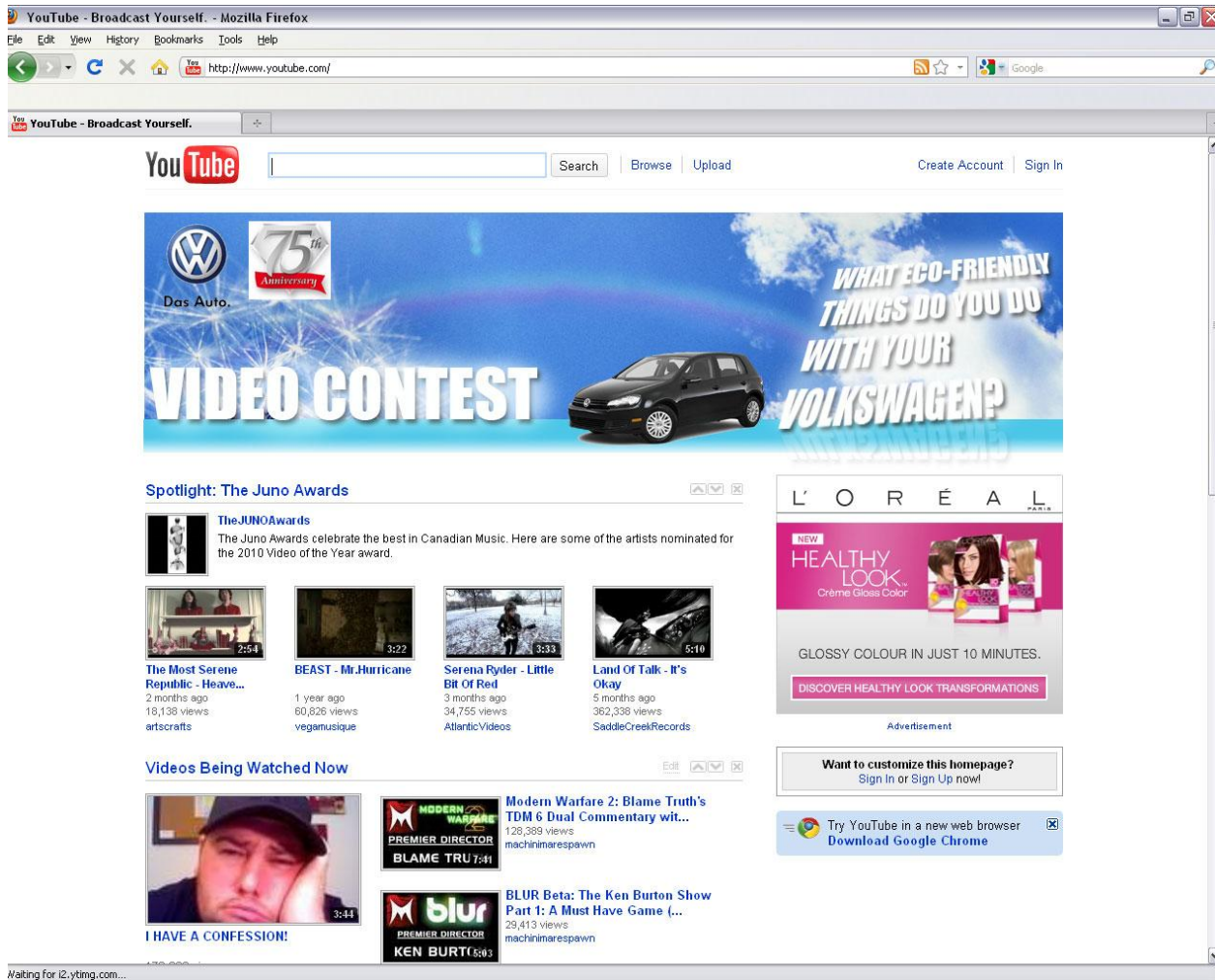
More Ads

Chat (17)

Internet banner ad and Facebook Volkswagen page



Internet banner ad placed on Car Domain website



Internet banner ad promoting the video contest promotion

driving.ca | New Car Sales | Used Cars For Sale | Find Used Cars | New Car Dealership - Mozilla Firefox

http://www.driving.ca/

driving.ca | New Car Sales | Used Ca...

Autobahn for All
Sales Event

0% APR up to 36 months on all models*

Part of the **canada.com Network** Newspapers TV Networks canada.com home | Log in | Webmail

driving.ca
Smarter Buyer. Better Car.

Quick links: [Find Used](#), [Find New](#), [Research](#)

HOME NEW USED SELL RESEARCH & COMPARE NEWS & EVENTS PHOTOS VIDEOS FEATURES

Home

USED NEW DEALERS INSTANT SEARCH

Search for a used vehicle

All Makes Postal Code
(first 3 characters)


All Models OR All Provinces

Advanced Search




INSTANT SEARCH

- Vehicles under \$10k
- Vehicles from \$10k - \$20k
- Vehicles from \$20k - \$35k
- Fully Loaded from \$35k and up
- Hybrid vehicles
- All Wheel Drive vehicles
- Vintage and Classic cars (1970 and older)
- Vehicles for Lease
- Daily Used Car Specials
- Compare Vehicles
- Compare Certified Pre-Owned Programs

Adjusting to driving on the left



DEALER SHOWCASE

-  2008 Ford Escape
39,619 km
[More Details](#)
-  2009 Chevrolet Cobalt
5,007 km - \$12,995
[More Details](#)
-  2001 Ford F-250 Super Duty
149,543 km - \$14,995
[More Details](#)

www.VW.ca
DRIVES THE NEW GREEN
LAUNCH PARTY!

75th Anniversary
Das Auto.

Transferring data from s0.2mdn.net...

Internet banner ads promoting the Anniversary launch party

Welcome to Volkswagen Canada / New & Used Cars, Vans and SUVs / Volkswagen Canada - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.vw.ca/en_ca.html



Welcome to Volkswagen Canada / N...

Home | Français | Province | Contact us | Search | Sitemap | RSS


Das Auto.

Models Certified pre-owned Shop & Price Owners Community Inside VW

Welcome to VW Canada.





Find a dealer




Find the dealer nearest you.
[Find a dealer](#)

Autobahn for All Sales Event



0% APR up to 36 months on all models
[Autobahn for All](#)

The new Golf Family




Introducing the new Golf Family. With 35 years of class-leading innovation and refinement.
[Visit newgolf.ca](#)

Quick Links

- [Find a dealer](#)
- [Download a brochure](#)
- [Build & price a VW](#)
- [Special & Offers](#)
- [Accessories](#)
- [VW Finance](#)
- [Check your owner privileges](#)


Canadian Car of the Year



Small wins big.

The 2010 Golf GTI has been named the 2010 Canadian Car of the Year by the Automotive Journalists Association of Canada.
[Discover the Golf GTI](#)

Graduate to a Volkswagen.

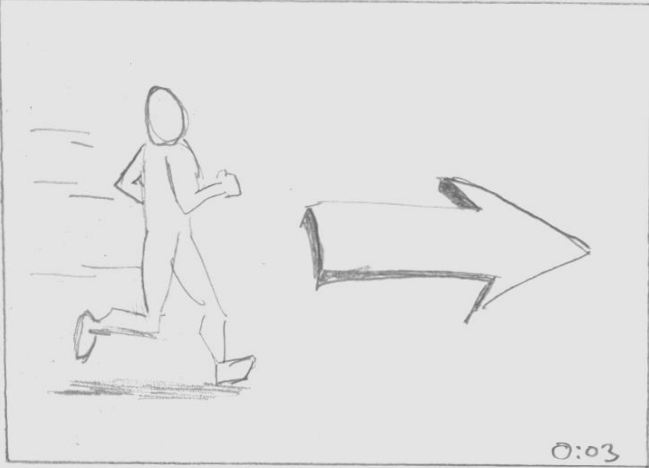
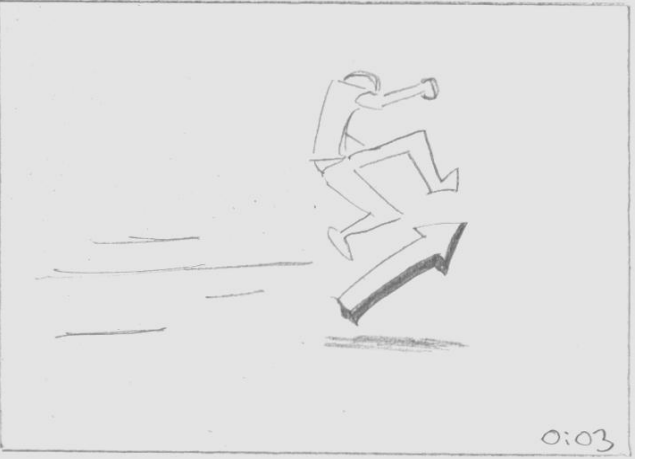
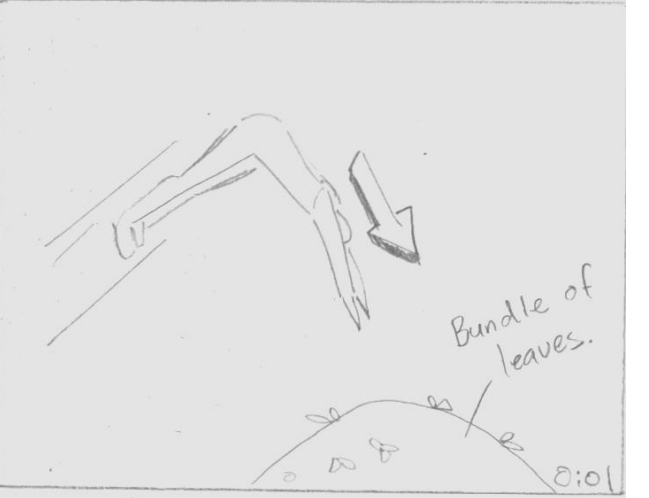


up to **\$750 rebate** for recent graduate

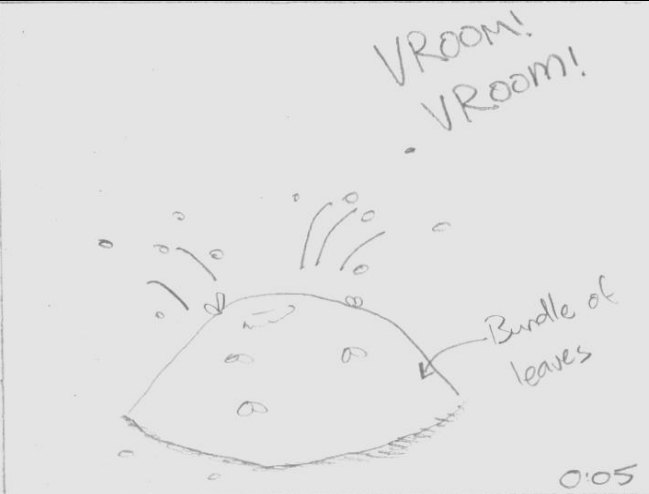

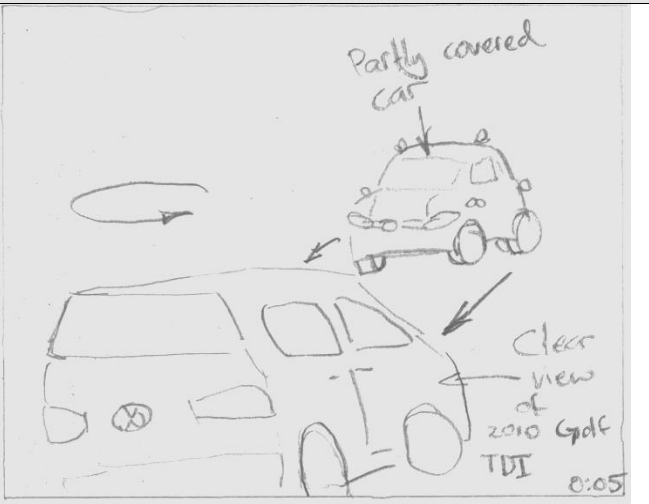
Recent grads are eligible for a rebate of up to \$750 on the purchase of any new Volkswagen or any certified pre-owned Volkswagen Pure vehicle.
[More on the Graduate Program](#)


Transferring data from regions.vw.ca...

Volkswagen Canada website with contest promotion

1.	<p>Audio: Person running</p> <p>Visual: Man running</p> <p>Setting: White background</p>	
2.	<p>Audio: none</p> <p>Visual: Man jumps</p>	
3.	<p>Audio: Leaves rustling</p> <p>Visual: Man dives into pile of leaves</p>	

Storyboard for Television Ad

<p>4.</p>	<p>Audio: A car starts and revs</p> <p>Visual: Pile of leaves shakes</p>	
<p>5.</p>	<p>Audio: Car driving away and leaves falling</p> <p>Visual: Volkswagen Golf drives out of leaf pile</p> <p>Voice Over: "Volkswagen Golf TDI: Winner of the 2010 green car of the year."</p>	
<p>6.</p>	<p>Audio: Car driving fast and screeching to a stop</p> <p>Visual: Car partly covered in leaves, screeches to a stop to remove the leaves. And a clean Golf drives the other way.</p> <p>Voice Over: "With Blue motion Technology Volkswagen is lowering emissions. Help us help the environment and test drive a Golf TDI and we will donate a tree to Tree Canada."</p>	

7.	<p>Audio: None</p> <p>Visual: Black Screen with White text</p> <p>Voice Over: (will carry over from previous slide) then continue with "Volkswagen-Powerfully Blue"</p>	 <p>75TH ANNIVERSARY</p> <p>POWERFULLY BLUE GOLF TDI</p> <p>www.VW.ca</p> <p>0:06</p>
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