



MODULE

ADVERTISING PRACTICE | 303

BRAND RESEARCH: CLIENT

LOREN WATSON

Student Number: 200251

3rd Year Full time

Friday 14:00 – 16:00

Term 3

VISION: "To make this world a mobile, sustainable place with access to all the citizens."

(What is Company Mission Statement? | Difference Between Mission & Vision, 2019)

MISSION: "For all our products and mobility solutions we aspire to minimize environmental impacts along the entire lifecycle – from raw material extraction until end-of-life - in order to keep ecosystems intact and to create positive impacts on society. Compliance with environmental regulations, standards and voluntary commitments is a basic prerequisite of our actions."

(Volkswagenag.com, 2015)

**WE TAKE ON
RESPONSIBILITY FOR
THE ENVIRONMENT
AND SOCIETY.**

**WE ARE HONEST AND
SPEAK UP WHEN SOME
THING IS WRONG.**

**WE BREAK
NEW GROUND.**

CORE VALUES:

Accountability

- To See it, Own it, Solve it, and Do it. Doing it right the first time is not our goal but our standard.

Teamwork

- Teamwork is our individual actions, brought together for a common purpose.
- We put aside our individual needs to work towards and accomplish the larger group objective.
- We cooperate using our individual skills and provide constructive feedback despite any personal conflict between individuals.

Servant's Attitude

- We only exist to serve our internal and external customers.
- We will serve our clients with a genuine humility.

Integrity

- Always strive to do the right thing and commitment to the truth both in actions and in words.

Responsibility

Bravery

Honesty

Diversity

Pride

Solidarity

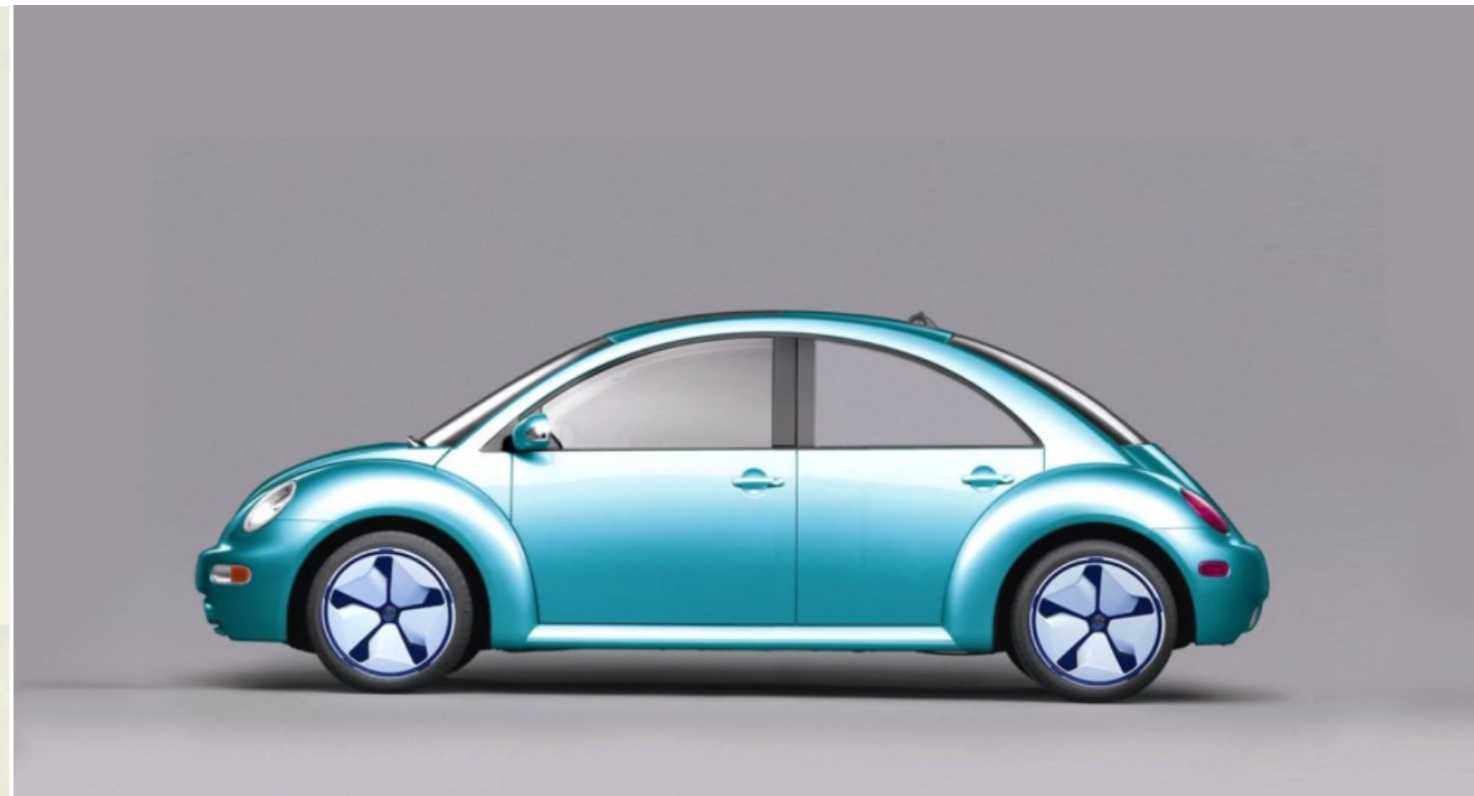
Reliability

(Volkswagenag.com, 2022)

TARGET MARKET

18 - 34 year olds and Baby Boomers. Designed for average income earners and people who want a reliable and sustainable automobile.
People who like the nod to a retro age, a modernization of a classic car with a futuristic eco friendly engine.

Why be environ-mental
when you can be environ-normal?



(Smith, 2021)

The Golf BlueMotion.

Some 'green' products can be off-puttingly impractical. That's why Volkswagen has created a car that's easier on the environment and fun to drive. It performs just like a Golf, but is packed with eco-friendly BlueMotion Technologies like the Start/Stop System and Optimised Aerodynamics. So test drive a Golf BlueMotion today. It's about the most environ-normal thing you can do. Visit environ-normal.com.au to find out more.

BLUEMOTION



Das Auto.

LEMONS TO LEMONADE

"Back in 2015, the United States Environmental Protection Agency (EPA) issued a notice of violation of the Clean Air Act to German automaker Volkswagen Group. It was found that Volkswagen had intentionally programmed turbocharged direct injection (TDI) diesel engines to activate their emissions controls only during laboratory emissions testing, which caused the vehicles' NOx output to meet US standards during regulatory testing, while they emitted up to 40 times more NOx in real-world driving. This scandal was termed as 'Dieselgate' back then." (Marketing Mind, 2021)

After their 2015 Emissions scandal. VW has intentionally referenced one of their biggest advertising wins into a more modern setting. The company has launched an ad campaign owning up to their scandal. Hence the turning Lemons into Lemonade idea.



Lemon.

This Volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kröner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 13,000 Volkswagens are produced daily; there are more inspectors

than cars.) Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

broke stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car.)

We pluck the lemons; you get the plums.



Lemonade.

It's the best thing to make of a lemon. And a small reminder that even the sourest situation can be turned into something sweet. So that's exactly what we did.

We went back to the drawing board and built an electric car from the inside out. Suddenly, we had an entirely new framework for creating a vehicle. One that not only makes electric cars accessible to more people, but also allows for more legroom.

It's part of our plan to make cars that charge faster and take you further than any of our electric cars have before. But that's not going far enough. So we've set a goal to be carbon neutral globally by 2050.

You see, every negative has a positive. It's not rocket science. But it is, well, battery science. Which is exactly what we put into our all-electric fleet. Sweet, huh?



Volkswagen



**We're positive EVs
will drive the future**



Volkswagen has made leaps and bounds into becoming a leading manufacturer in Electric Vehicles.

Their goal: Volkswagen is to be the most desirable brand when it comes to sustainable mobility. The economic efficiency and financial robustness, which Volkswagen has significantly increased, form the basis of this transformation.

(Volkswagenag.com, 2021)

CONCLUSION:

"The People's Car" Volkswagen.

Volkswagon has been under fire in the past for falsely advertising environmentally friendly vehicles but since then they have made strives to correct their mistake. Volkswagon are making efforts in order to electrify their future cars and models in order to become a sustainable brand.

But as soon as 2030, the brand will have increased the share of all-electric cars in Europe to 70 percent of its sales. (Volkswagenag.com, 2021)

The target market for this product are buyers with medium income who love the classic retro feel with a futuristic eco friendly engine. People who want to be able to live comfortably knowing that their carbon footprint is disintergrating.

Campaign Idea:

Bring back the VW Beetle but with the futuristic electric motor. Using the "Lemon" and "Think Small" design of the classic Beetle with the Electric Motor.

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