

VOLKSWAGEN



BUSINESS PROBLEMS

VW has had issues regarding their Eco Friendly claimed engines when the United States Environmental Protection Agency (EPA) issues notice of a violation.

People don't trust VW much after that debacle in 2015.

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

THINK SMALL, BIG IMPACT.

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

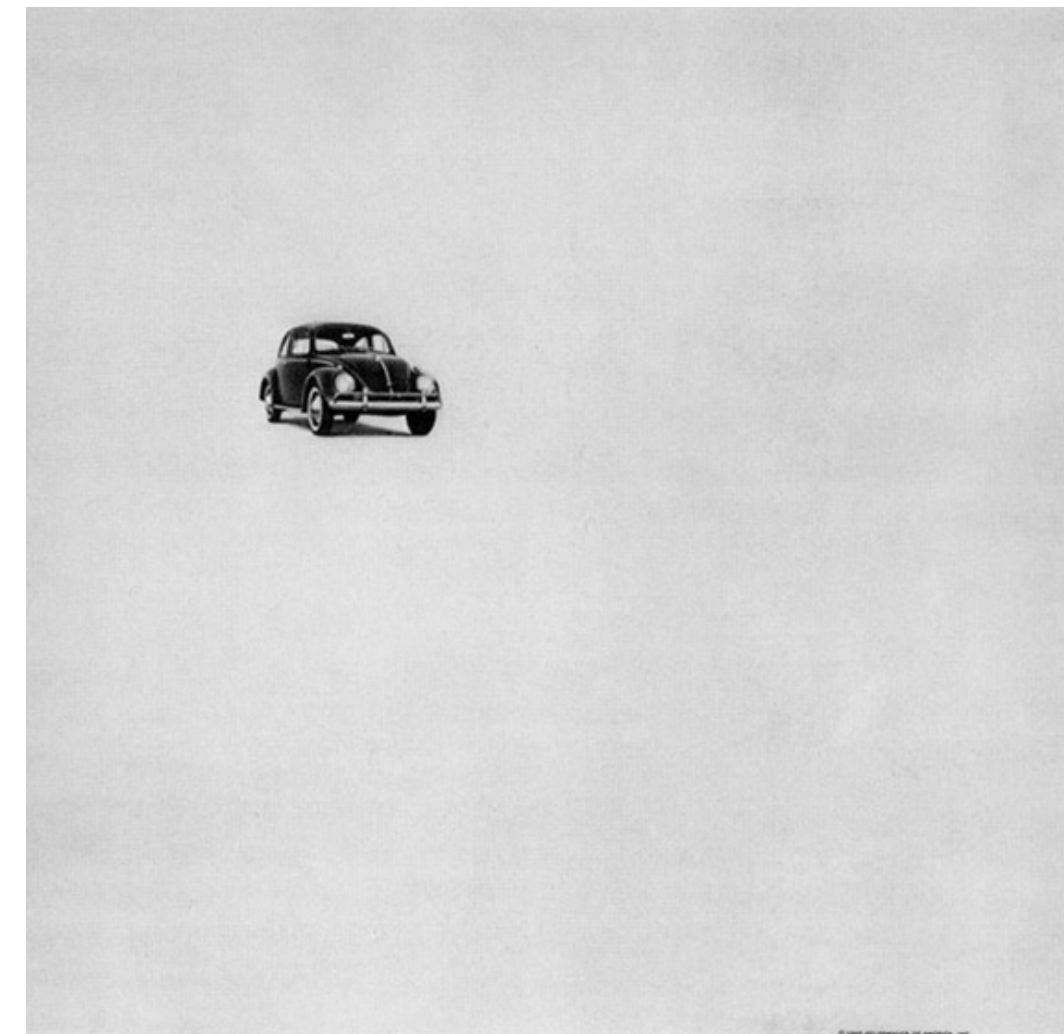
Bringing back the VW Beetle but with the futuristic, electric motor. Using the "Think Small" design of the classic Beetle with the Electric Motor.

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)

VW wants to become the most sustainable car brand in the world and one way to do it is to help clean up pollution. Bringing back a nostalgic design made entirely out of recycled VW Cars with a futuristic, eco-friendly engine.

VW cares about clean, efficient cars.

Bringing back the extremely successful "Think Small" campaign with a new twist and the brand's strong sustainable goals will drive this campaign forward. Sustainability and cutting down on the carbon footprint with an electric motor can have a **Big Impact** on the environment.



Think small.

Our little car isn't so much of a novelty any more.
A couple of dozen college kids don't try to squeeze inside it.
The guy at the gas station doesn't ask where the gas goes.
Nobody even stores at our shape.
In fact, some people who drive our little

river don't even think 32 miles to the gallon is going any great guns.
Or using five pints of oil instead of five quarts.
Or never needing anti-freeze.
Or racking up 40,000 miles on a set of tires.
That's because once you get used to

some of our economies, you don't even think about them any more.
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.
Think it over.



Figure 1, Volkswagen's advert *Think Small* (1959)

INTERGRATED CAMPAIGN

The Campaign will begin with a website being made specifically for the new VW Beetle with banner adverts for the Public Activation Competition.

Using a similar style to the VW Beetle's famous Think Small campaign, first will be a series of radio, billboard and TV ads to bring awareness to VW's new and improved product and their goals to cleaning up the environment.

Then moving onto Radio ads promoting the new product and the Beach Clean-Up Competition will be played during morning peak hour traffic from 7 am - 8 am on all the biggest news stations.

TV adverts, showing off the Beetle's new design, motor functions and clean motor using beach and surfing motifs in order to bring more awareness to the Public Activation.

A Youtube channel partnered with *Oceana*, the largest marine conservation organization in the world, to make short videos bringing awareness to the hazards of pollution to marine life but also the beauty and the welfare of ocean life.

PUBLIC ACTIVATION

CAMPAIGN

PUBLIC ACTIVATION CAMPAIGN

PHASE 1:

"Cleaning up the Ocean one Beetle-full at a time."

In order to bring back fun, safe and clean beaches for the people and the wildlife, VW wants to encourage people to keep the ocean clean by partnering with *Oceana*, the biggest marine conservation organization in the world.

To marketing the new recycled VW Beetle, made with recycled parts of older models in an attempt to become more sustainable.

During the summertime on local South African beaches across the country, VW will set up beach clean up competitions in each major coastal town, for teams between 1 - 5 people, the first 6 teams to fill up the equivalent of a Beetle's trunk will win a new, free Electro-Beetle.

The winners will be announced live on social media and interviewed about their excitement about winning the new Beetle and thanked for helping clean up the world **"One Beetle-full at a time."**

PHASE 2:

Now that the oceans are cleaner VW would like to invite the first place winners and second place winners to enjoy the JBay Open Day, an annual surfing competition partnered with the World Surf League.

VW will sponsor surfers during the World Surf League in Jeffery's Bay. Photographing world renowned Surfers using the new Beetle to carry their surfboards and equipment to the beaches for training and competition. The Beetle's Small frame is perfect to squeeze into crowded parking spaces by the beach but also roomy enough to carry those big surf boards.

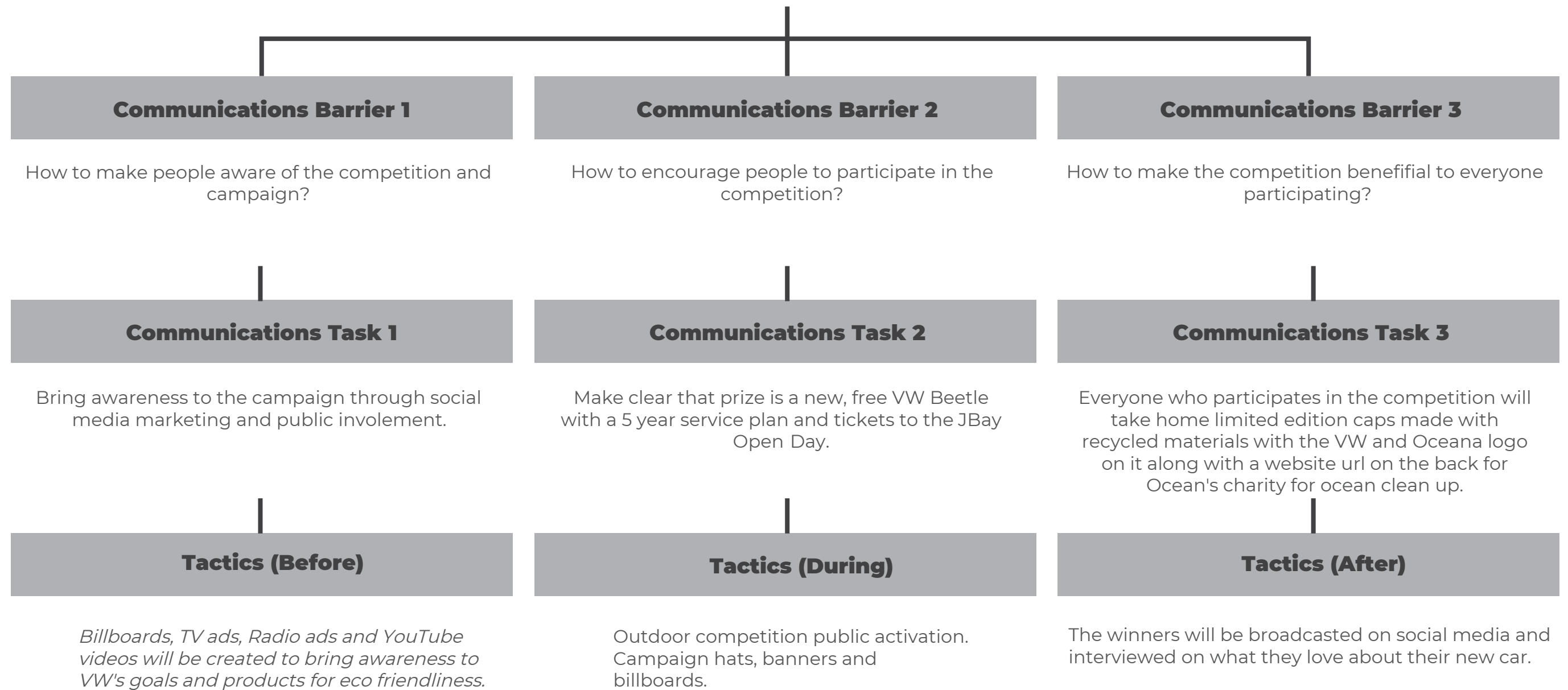


Figure 2, Surfers Against Sewage 45,700 Volunteers Join The Biggest Event UK Beach Clean (2019)



BUSINESS PROBLEM: the Emission scandal of 2015 has left VW as seen as an unreliable company.

In order to show VW's commitment to being sustainable, they want to show how their company can make a difference to the environment in a good way.



Tactics

Billboards along highways near beaches like Victoria Bay, Durban North Beach, JBay, and routes to popular beaches will be advertising the Clean-Up Competition and the grand prizes. From November until the competition in December.

Instagram posts will frequently be counting down the days until the competition from the Beginning of November to December. (Time: 3pm - 5pm)

Recycle-able Flyers will be handed out in popular places like Malls and busy streets to bring awareness of the competition. Dates: 01 November until 30th of November.

FM Radios and TV ads (Time: 7 am - 8 am) near the biggest Coastal Towns in RSA will broadcast the Competition a month in advance along with the dates, prizes and locations.

Tactics

Outdoor competition public activation.

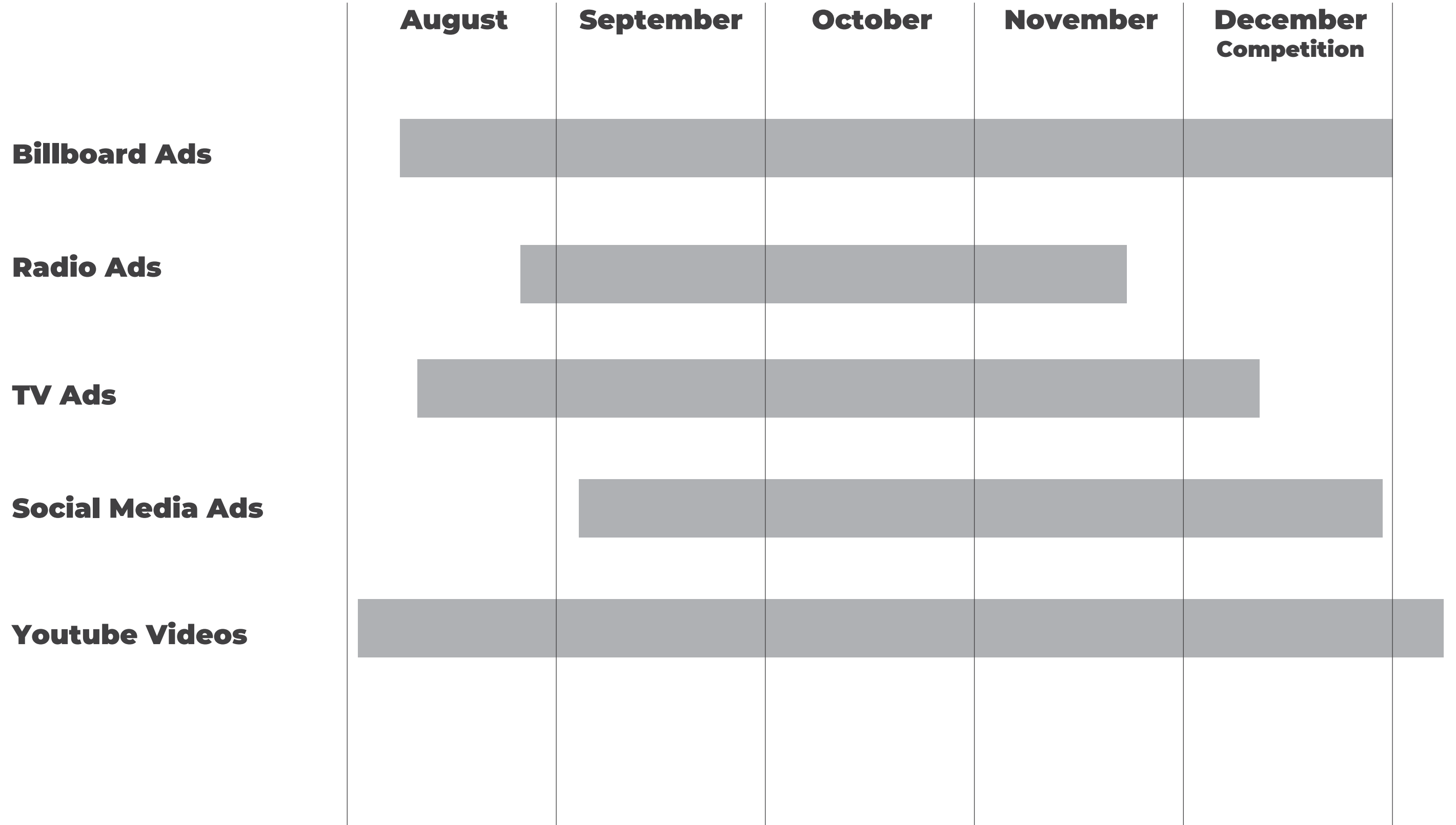
The free prized cars will be advertised openly to the public to garner some interest. Big banners and tents will be set up on the beaches in South Africa where the competitions will be held, along with free cups of water in eco-friendly cups will be distributed to the competitors during the day. Campaign hats will also be available to the competitors during the day.

On the day of the competition, **Instagram Lives** will document the progress of the teams throughout the day.

Tactics

The winners will be broadcasted on **social media** and interviewed on what they love about their new car.

CAMPAIGN
ROLL OUT SCHEDULE



ROLL DIVISION

- 1. Agency pitches the campaign to the client (Volkswagen), client approves.**
- 2. Creative Director, Accountant Manager and HR will pull together a team and hire freelance copywriters if necessary.**
- 3. Creative/Art Director pitches idea to creative team/ copywriters with details to achieve goals.**
- 4. Teams are given the greenlight. Will start on developing the adverts and reaching out to World Surf League to sponsor surfers for the JBay Open and to reach out to Oceana to team up with them on the Public Activation.**
- 5. Teams will book beach spots for the Clean Up Competition in advance, talking to the necessary community leaders for bookings. Warning local businesses and residents about the details of the competition like noise, traffic, space etc.**
- 6. The adverts will be going up according to the roll out schedule, giving people enough time to prepare and book as teams.**

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List of Figures

Figure 1, Johnson, J. (2017). The Greatest Print Campaigns of All Time: Volkswagen Think Small. [online] Designshack.net. Available at: <https://designshack.net/articles/graphics/the-greatest-print-campaigns-of-all-time-volkswagen-think-small/> [Accessed 23 Aug. 2022].

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