

## WP BrandStudio Custom Content

# “ROOM TO DREAM”

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Another closet. Extra counter space. A third row. What could you do—and where could you go—if you had more room?

# Overview

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*Heading to the lake for a swim with the kids and the dogs. Taking the soccer team—and their gear—out for ice cream after practice. Hauling garden supplies that'll keep your family in home-grown vegetables all year long.*

For VW's B-SUV targeted audience, life is a series of wonderfully overfilled moments—most of which come with an “I need more space” realization. Suburban Discoverers thrive on the challenge of packing it all in—literally and metaphorically. But a bit more room would not only make things more comfortable, it would break down the limitations that prevent them from fulfilling all their dreams for their families and themselves.

Inspired by the B-SUV's new third row, we'll embark on a journey to explore the possible. We'll find out what real people would do if they only had more space. And we'll tell the inspiring stories of actual Suburban Discoverers who have changed their lives by finding room to dream.

## Program elements

- *“The Third Row”*: Rich-media article
- *“Room to Dream”*: Interactive photo + video mosaic
- *“Room to Share”*: Immersive 360° video experience

# “The Third Row”

## Rich-media article

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Everyone has something they wish they could do if only they had more time, more resources, more space. We’ll explore those aspirations—from big dreams to small hopes—in a rich-media article that acts as the narrative glue of our custom content program.

- **Article** sets up the program’s premise and interweaves content from the other two components such as:
  - Expert insights on how you can make more space (e.g. a professional organizer on how you can create extra closet space; a designer on how you can rearrange furniture; a life coach on how you can glean extra time)

- Video profile of a Suburban Discoverer who was able to fulfill a dream (adopt that second dog, have that third kid, take the kids and their friends camping, etc.) by adding space in their lives
- Photo essay detailing a journey that could be taken with the extra room provided the VW B-SUV

### Social media component

- Article could drive readers to share what they would do if they had more space via a social media conversation on Twitter and Instagram, organized around the hashtag #RoomToDream

# “Room to Dream”

## Interactive photo + video mosaic

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We’ve all heard hypothetical questions like, “What would you do if you won a million dollars?” and “What would you do if you knew you couldn’t fail?” But what if we ask a question that’s real—a question with answers that we could act on today? To find out, we’ll ask a diverse range of Suburban Discoverers what they would do if they had more space.

- The best responses will be curated into a multimedia content mosaic
- Mosaic is comprised of photo tiles that together present a snapshot of the range of dreams that the B-SUV could make possible
- Readers can “flip” each tile to reveal a first-person quote, short story or video profile
- Quotes and short stories are responses to the question of what subjects would do with more space
- Video profiles tell the stories of subjects who actually found the space to fulfill a dream
- Subjects could include:
  - A two-career, two-child family that, empowered by the B-SUV’s third row, adopted the dog they’d always wanted to take on weekend adventures
  - A working dad who did an inexpensive kitchen remodel to gain the counter space he dreamed of to create meals that expand his family’s culinary horizons

# “Room to Share”

## Immersive 360° video experience

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With groundbreaking executions such as “Out of the Blue,” *The Washington Post* newsroom has been utilizing 360° video to bring our audience to destinations they might not otherwise reach. *The Washington Post* BrandStudio will use this same approach with groundbreaking custom content that gives “Suburban Discoverers” a first-hand experience of the places they can go in the expansive shared space of a VW B-SUV.

WP BrandStudio will work with VW to narrow down the perfect destination subject for a custom 360° video. Preliminary thought-starters include:

**Camping in Glacier National Park:** A “You Are There” experience from the viewpoint of a family driving a VW B-SUV along the 50-mile-long Going-to-the-Sun Road.

We’ll meet the family members and see what they see, inside the vehicle and out. As they enjoy the shared space of the SUV and their campsite, we’ll see how the VW B-SUV made it possible for them to enjoy a comfortable ride while also allowing for everything they needed to pack to make the most of their trip.



# “Room to Share” cont’d

**Kite-Flying in Washington DC:** Got a giant kite? And kids? And your kids’ friends? No problem. The VW B-SUV will transport everyone—and everything—in comfort to one of the most stunning events of the National Cherry Blossom Festival: [The Kite Festival](#).

Through 360° video, *Washington Post* readers can enjoy a virtual drive with an extended family + gear to the festival along Constitution Avenue, viewing sites like the Washington Monument and the Lincoln Memorial. They’ll experience the moment their kite takes flight, plus see the creativity of kite makers and skill of fliers from across the US and other countries.



**Adventuring in Yellowstone Lake:** The B-SUV doesn’t only open new vistas for human families—it empowers them to share life’s best moments with their four-legged children as well.

We’ll travel to [Yellowstone Lake](#), the largest natural freshwater lake in the US, with a family that includes one or more charismatic dogs to show how the shared space of both the vehicle and the journey itself are enriched by having room for everyone. We’ll enjoy an intimate experience as they unpack their car and reveal everything it was able to hold.

