

ADVENTURE AND ACTIVATION

THE VOLKSWAGEN ROADSHOWS

When one of the finest automobile brands in the world launches new cars into the market, it is a big deal. German car maker Volkswagen recently launched two new cars in the Middle East, the Teramont and the Touareg. While the company is popular amongst the masses and has a distinct brand identity of its own, additional marketing efforts through activations are also required from time to time. This was the case here too. An occasion specific activation strategy that not only attracted the crowds but also gave necessary information to the customers was needed.



Volkswagen wanted creative ideas for this project. Ideas that not only resonated with the concept of their media campaigns already in place but also created the buzz around such important events. This is where Webcontxt with its innovative digital and technological solutions came in.



THE SHOW STEALERS

The team here planned and executed some fun activations for the masses attending the road-shows in UAE, Oman, Bahrain and Saudi Arabia. At the events, an area was set up with the new Touareg where people could take part in posing in and around the car. With a set background image of an explosion, 16 android phone cameras placed in a semi-circular arc, created small time-lapse videos or GIFs and boomerangs of the people posing with the cars. This was in relation to the car's ongoing television commercial and promotion as the ultimate 'family car'. These videos were later given to the people who had participated.

As for the new Teramont, the team created a digital jigsaw puzzle for people of all ages to enjoy. Horizontal touch screens with the puzzle were set up where the user could use their fingers to drag and drop pieces of the picture of Teramont correctly. Both of these ideas worked beautifully in luring and engaging the crowds at the shows.





THE SHOW STEALERS

The interactive tech was a big hit at the shows, successfully fulfilling its many purposes. Our creative approach towards Volkswagen's marketing related needs without any hassles, in a classy yet minimalistic manner. Here are all the goals achieved via these activities

- An interactive and user-friendly technology was developed as a solution to their problems along with being a great achievement for our teams as well.
- The excitement and hype that Volkswagen wanted to create in the middle east for their car launch were generated without any hitches.
- Activations like this one allow the company to not only get leads and insights about their target audience but also allowed them to have spontaneous feedback from people about their product.
- People love taking picture and videos to post on social media. And with videos made during the show, social media promotion turned out to be even better.
- To participate, user details were taken from the people. Name, age, email ID etc were collected to make a database of this information. Later, the videos were sent to the participants on mail.



This successful intervention of technology in what could have been very typical roadshows engaged the audiences and allowed everyone to have some fun. It is a testament to the team's' hard work when people went home with a great and memorable experience with Volkswagen. Cheers to a job well done!