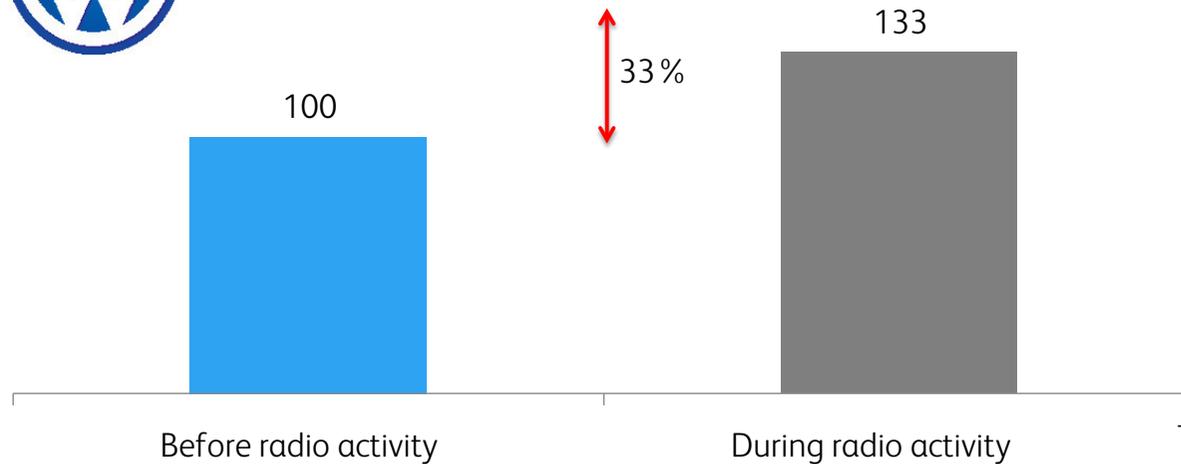


VW Passat

Radio's influence among drivers increases dealer visits



Radio delivers a 33% increase in footfall to dealerships (indexed)



Background

The challenge VW wanted to promote a special edition of the Passat before the introduction of the new model. It had all the features you get as standard on a Passat Highline such as heated leather seats and a multi-functional steering wheel but with an additional “business package” of Bluetooth phone kit and sat nav. The Passat is aimed very much at white-collar working people, family men and women aged 35-54, who tend to be very car-centric. Not only is their car functionally important and a powerful definer of status, it's also their prime personal space, almost a “private world” where they can think and relax with a feeling of security.

Why radio?

There are really only two media which can reach effectively into this private car space - radio and outdoor. Drivetime schedules reach

the largest absolute numbers of drivers, but other airtime also reaches the highermileage drivers who are on the road at all times of day. Radio is also an invaluable medium for talking about features and functions on a car. This is because, while someone might not bother to work their way through a written list of features, they might listen to someone telling them about key features while they are driving. Research also shows that drivers are “more car-minded in the car”, so they are more open to relevant messages from advertisers.

Implementation

The campaign began on radio only but was then extended into press.

Results

This campaign produced record response levels for any tactical campaign on any media for Volkswagen:

- > weekly unique visitors to the Passat webpage on Volkswagen.co.uk increased by 15%.
- > 33% increase in footfall to retailers during this period.

Radiocentre Comment

Impressive results from VW. The campaign harnessed radio's wellknown ability to reach drivers, but it also intelligently exploited the nature of in-car listening.