

THE WORK 2

NEW CAMPAIGNS UK

Volkswagen | Volkswagen.co.uk site launch



Credits

Project Volkswagen.co.uk site launch

Clients Rod McLeod, marketing director; Marianne Nicholas, customer relationship marketing manager; Sharon Heaton, customer relationship marketing manager

Brief Create a new site for Volkswagen UK that feels like driving a Volkswagen

Creative agency

Tribal DDB London

Writer/art director

Andrew Ferguson

Planner

Chris Wood

Exposure

Online

The lowdown

Tribal DDB has created the new homepage for Volkswagen UK, www.volkswagen.co.uk, which carries information on VW's marques.

The site allows users to get a life-like experience of each of the cars by enabling users to sit in and walk around each of the models.

The site also features a "car configurator", which helps prospective car purchasers to see how adding additional options to the marques enhances the car of their choice.

For example, users interested in the new Beetle can use the site's "Beetle Art" tool to change the colour and patterns on the car.

Visitors to the site are also able to book test-drives directly with VW dealerships online.

Visit Scotland | The Perfect Day



Credits

Project Visit Scotland: The Perfect Day

Client Alistair Gronbach, Visit Scotland

Brief Bring to life the diversity and depth of Scotland as a short-break destination

Creative agency Coast

Writer Mick Brown

Art director n/a

Planner Matt Cory

Media agency MediaCom Scotland

Media planner

Jane McTaggart

Production company

Coast

Director Peter Weber

Editor Quinn Williams

Post-production

Roland Woolner, Charlie Cassidy, James Willet, UNIT

Exposure Cinemas across the south of the UK

The lowdown

There isn't a kilt or sporran in sight in this campaign for Visit Scotland.

Instead of focusing on the usual tourist attractions, the cinema ad, created by Coast, aims to position Scotland's rural landscape as the ideal place to have the "perfect day".

The 90-second spot follows a couple embarking on a trip to the Outer Hebrides. The pair is seen fishing, taking strolls along the coast, watching the sunset, kayaking and generally enjoying the rugged Scottish landscape.

The ad ends with the strapline: "Live it. Visit Scotland."