

Case Study: The International Volkswagen Polo Advertising Campaign

The Volkswagen Polo is a subcompact car that has been produced by the German automaker Volkswagen since 1975. The sixth generation of the Polo was launched in 2017, and Volkswagen embarked on a global advertising campaign to promote the new model. This case study will examine the strategy, execution, and results of the international Volkswagen Polo advertising campaign.

The overall strategy for the Volkswagen Polo advertising campaign was to position the car as the perfect choice for young, urban drivers. The campaign aimed to create a strong emotional connection with the target audience by emphasizing the Polo's fun-to-drive nature, stylish design, and affordability.

The campaign was developed by Volkswagen's in-house creative team, led by global creative director Nils Bunkenburg. Bunkenburg wanted to create a campaign that would be both memorable and effective, and he believed that the best way to do this was to focus on the emotional benefits of owning a Polo.



Generating Functional Multimodal Sign Systems: A Case Study of the International VW Polo Advertising Campaign

by Oliver J. Rich

★★★★★ 5 out of 5

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"We wanted to create a campaign that would make people feel something," Bunkenburg said. "We wanted to show them that the Polo is more than just a car. It's a way of life."

The Volkswagen Polo advertising campaign was executed across a variety of media channels, including television, print, outdoor, and online. The campaign featured a series of eye-catching ads that showcased the Polo's key features and benefits.

One of the most memorable ads in the campaign was a television commercial that featured a young woman driving a Polo through a city at night. The ad captured the feeling of freedom and exhilaration that comes with owning a new car.

The campaign also included a series of print ads that featured striking photography of the Polo. The ads were placed in a variety of magazines and newspapers, including GQ, Vogue, and The New York Times.

In addition to traditional media, the Volkswagen Polo advertising campaign also made extensive use of online channels. The campaign included a dedicated website, social media pages, and a series of online videos.

The Volkswagen Polo advertising campaign was a huge success. The campaign helped to drive sales of the new Polo, and it also helped to improve the brand's image among young consumers.

According to Volkswagen, the Polo advertising campaign generated a 20% increase in sales in the first year after the launch of the new model. The campaign also helped to increase the Polo's market share in the subcompact car segment.

In addition to its positive impact on sales, the Volkswagen Polo advertising campaign also helped to improve the brand's image among young consumers. According to a survey conducted by Volkswagen, the Polo is now seen as being more stylish, fun to drive, and affordable than ever before.

The Volkswagen Polo advertising campaign is a case study in how to create a successful global marketing campaign. The campaign was carefully planned and executed, and it achieved its objectives of driving sales and improving the brand's image.

The success of the Volkswagen Polo advertising campaign can be attributed to a number of factors, including:

- A clear and concise campaign strategy
- Creative and memorable advertising executions
- A comprehensive media mix
- A strong focus on the emotional benefits of owning a Polo

The Volkswagen Polo advertising campaign is a model for other marketers who want to create successful global marketing campaigns.

Image Alt Attribute:

> A young woman driving a Volkswagen Polo at night in a city.

Long Tail Title:

> A Comprehensive Case Study: The International Volkswagen Polo Advertising Campaign and Its Impact on Sales and Brand Perception



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