



News Release

20/07/2012

adam&eveDDB and Rattling Stick put Volkswagen on the Nation's Shopping List

- National campaign unveiled for Volkswagen value models -

adam&eveDDB is launching a national broadcast and print campaign for Volkswagen to highlight the fantastic value for money that the brand offers.

The campaign highlights the affordability of Volkswagen by placing its key models in everyday situations in a surprising and humorous way - you could buy an up! at a newsagent, place a Polo in your trolley at a supermarket, or pick up a Golf on your weekly trip to the market.

The 30 second TV spots, written by Rob Messeter and Mike Crowe and directed by Andy McLeod at Rattling Stick, break on Saturday 21st July and close with the strapline 'Unbelievable value'. The 3 executions are supported by a print and digital campaign, which will run until 10th September.

The campaign targets new car buyers, but aims to make the general public rethink the price of Volkswagen cars. The adverts are supported by strong tactical offers from the brand.

Jeremy Craigen, Executive Creative Director at adam&eveDDB, said: "This campaign marks a new direction for Volkswagen Value ads, but still executed in a way only Volkswagen can with wit, humanity and honesty."

Kirsten Stagg, Volkswagen's National Communications Manager, added: "They are eye-catching and eye-opening adverts that will challenge people's concept of value and help them recognise the affordability of our range."

The media spend across all channels for the campaign is £2.8million.

- ends -

For more information please contact Katie Keith at Rattling Stick

Katie@rattlingstick.com

0207 851 2000

Credits

| | |
|-----------------------------|--|
| Title/Project | Volkswagen Value |
| Brief | A Volkswagen please... |
| Agency | Adam&EveDDB |
| Agency contact | Jaimie Jennings |
| Agency contact job title | Account Director |
| Managing Partner | Jonathan Hill |
| Business Director | Paul Billingsley |
| Account Manager | Naphtali Torrance |
| Client name | Kate Jenkins/Kirsten Stagg |
| Client job title | Communications Manager/National Communications Manager |
| Client Marketing Director | Rod McLeod |
| Executive Creative Director | Jeremy Craigen |
| Copywriter | Mike Crowe |
| Art director | Rob Messeter |
| Planner | Elaine Miller |
| Designer | Alek Sonman/Pete Mould/Nick Clements |
| Project Management | Craig Neilson/Diya Babel/Hege Ulbrich |
| Art Buyer | Daniel Moorey |
| Photographer | Jason Hindley |
| CGI/Retouching | Recom Farmhouse |
| Media agency | Mediacom |
| Media planner | Emma Franklin |
| Agency TV Producer | Lucinda Ker |
| Production company | Rattling Stick |
| Director | Andy McLeod |
| Producer | Kirsty Dye |
| DOP | Marc Gomez Del Moral |
| Editor | Andy McGraw |
| Editing Company | Stitch |
| Post Production | Big Buoy |
| Audio Post Production | Wave Studios – Joe Mount |
| Exposure (media channels) | TV, Print, Online |