



**AWARD
SCHOOL**

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CREATIVE BRIEF

Brief Number:

9

Topic:

Integrated Campaign

You should have one central big idea that is executed across a minimum of three different channels that work best for your campaign idea and target audience. No media channel is off limits.

Client:

Volkswagen

Product:

Transporter van

Target audience:

Small business owners

Key insight:

Business owners are always seeking and capitalising on opportunities as they arise. They need a vehicle that can tackle anything business life throws at them.

Proposition:

The most flexible van

Reasons to believe:

- The Transporter can handle a large load
- Configure your van how you want it (roof height, doors or windows, and how many seats)
- 4Motion tech (all wheel drive) to tackle city and country roads



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Volkswagen's Employee of the Month

Small business owners are usually low on cash and as such need to ensure that any purchase they make for the company will deliver substantial return on investment. By positioning the Volkswagen transporter as the 'Employee of the Month' in various business situations, the campaign will demonstrate the van's value to small business owners by highlighting its flexibility and adaptability.

TVC

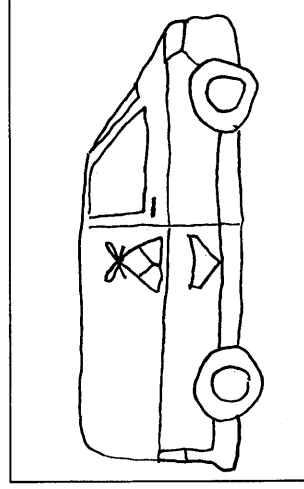
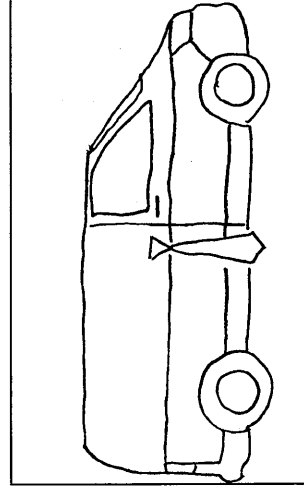
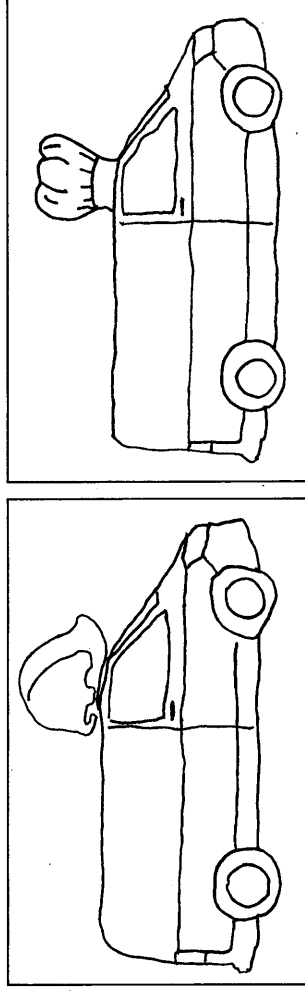
Title: 'V. Wagen – Employee of the Month'

Music: Donna Summer's 'She Works Hard For The Money'

The TVC pans through 5 frames, the first 4 of which depict the van immersed in a different work scenario. These include, on site, in the kitchen, in the office and in the strip club. While the van remains inanimate throughout, human characters around 'V. Wagen' carry on about their duties as if the van is a diligent co-worker and interact with it as such.

The final shot depicts a wall of 'Employee of the Month' frames that show 'V. Wagen' in the uniform of each business, having won employee of the month for each role it fulfilled.

VO: 'The Volkswagen Transporter – flexible, accountable, reliable.'

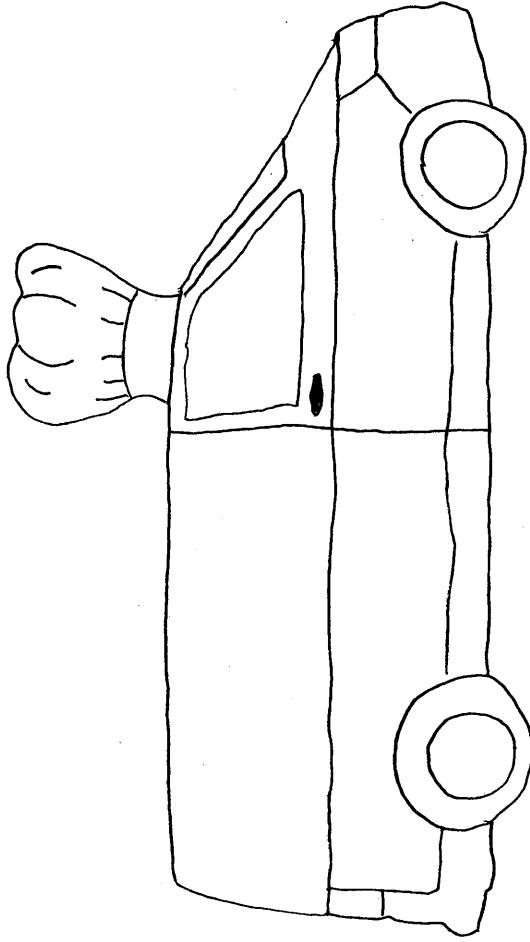


Carlton Construction Employee of the Month V. Wagen July 2019	Let's Tabouret It Employee of the Month V. Wagen July 2019
Kent & Co Accountants Employee of the Month V. Wagen July 2019	XXX Employee of the Month V. Wagen July 2019

Out of Home

Following on from the TVC, Out of Home billboards will take the form of the Employee of the Month certificate frames, each showing V. Wagen excelling at a different job.

EMPLOYEE OF THE MONTH



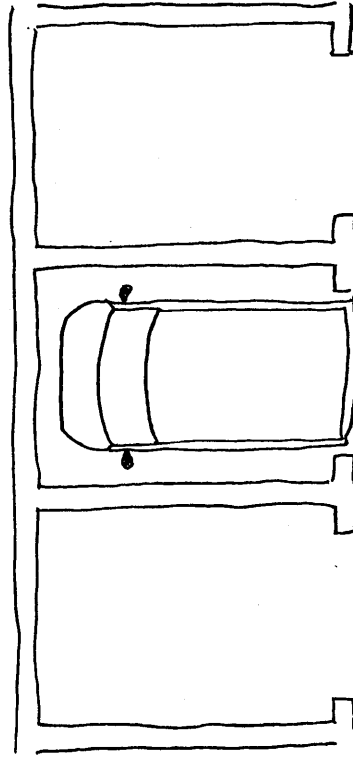
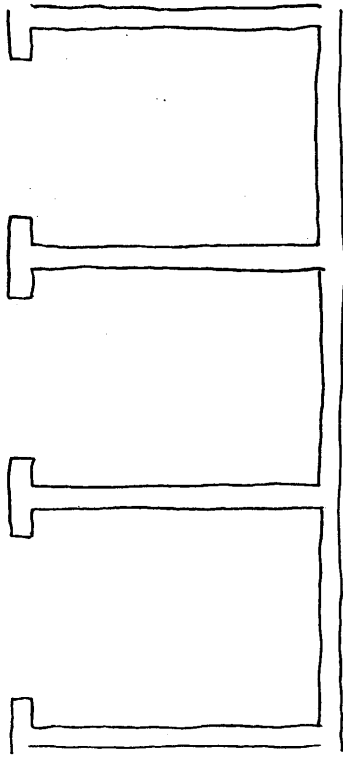
Flexible, Accountable, Reliable.

V. Wagen

July 2019

Guerilla/Ambient

A street team will congratulate existing VW Transporter owners by inserting a chalk drawn 'Employee of the Month' placard secretly on the ground behind their parked vehicle while they work. The owner of the van will receive a lifetime of free Volkswagen services as well as a \$1,000 fuel card. A film crew will capture the moment the owner discovers the scene for social media content.



V. WAGEN
EMPLOYEE OF THE MONTH
JULY 2019