

VOLVO LAUNCHES V40 R-DESIGN PERFORMANCE MODEL WITH HIGH ENERGY COMMUTER JIJACK PROMOTION

Campaign achieves 6.8m video views and a positive reassessment of the Volvo brand



AT A GLANCE

OBJECTIVE	Launch the R-Design with a high energy competition
AUDIENCE	35-45 year old men buying their first luxury car
PLATFORM	Print, digital, augmented reality, mobile, email, social media, video
MAGAZINES	ShortList
MEDIA USAGE	Magazines
MEDIA AGENCY	Mindshare
PUBLISHER	Shortlist Media

BACKGROUND

To launch the V40 R-Design, an entry-level high performance luxury model, Volvo needed to create excitement, cut through the clutter of the hatchback market, and appeal to a younger, tech-savvy audience.



IDEA

Volvo was determined to update its image of "safe, boring cars" with a new, exciting proposition, 'I want sometimes gets'. To support this positioning, the Swedish car brand turned to men's lifestyle magazine ShortList.

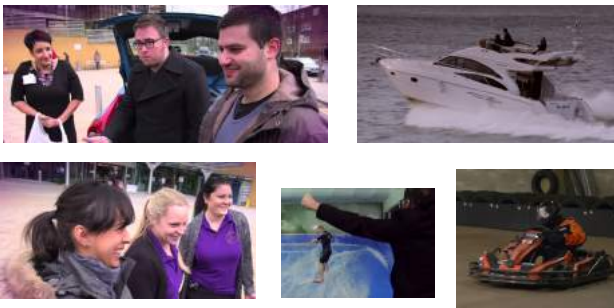


EXECUTION

The campaign was launched with five pages of creative in a single issue of ShortList, which presented columnist Danny Wallace as the face of the 'Volvo Commuter Hijack'. Five lucky readers would be chosen to spend £5K on eight hours of fun along with ShortList's team of experts plus have a chance to win a Volvo V40 R-Design.

The campaign was executed over three stages: recruit, hijack and vote. Volvo also took over ShortList's Cool Stuff pages and the hub. In subsequent issues, advertorials, email newsletters and social media were used to encourage sign up for the 'Volvo Commuter Hijack'.

From thousands of entrants, five winners lived their 'hijack' experience. These were documented in a live Twitter stream of photographs and, subsequently, full-length videos posted to Facebook for a public vote. A final spread in Shortlist featured Augmented Reality allowing readers to immerse themselves in the creative and vote using their mobiles.



"THE CAMPAIGN DELIVERED RESULTS ABOVE OUR PREVIOUS V40 CAMPAIGN AND HELPED TO MAKE THE R-DESIGN A TURNING POINT FOR THE BRAND."

KYLEE RUSH, BRAND AND LAUNCH, VOLVO

RESULTS

The magazine media campaign achieved 6.8m video views and 1.8m of the 'Volvo Commuter Hijack' highlights video alone. In research, one in three respondents said the creative made them feel more positive towards Volvo. 29 per cent said they were more likely to consider buying a Volvo. And there was a 20 per cent uplift among those who felt Volvo was a car for them.

