

AN IIPM THINK TANK- PLANMAN MARCOM JOURNAL ON ADVERTISING AND MARKETING

THORNS TO COMPETITION

A 4PS BOM QUARTERLY SUPPLEMENT



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**RULES FOR
CREATING THE
BRAND EXPERIENCE**



MARTIN ROLL
THOUGHT LEADER
**LEADERSHIP &
BRANDING - THE
ROLE OF THE CEO**



Reebok

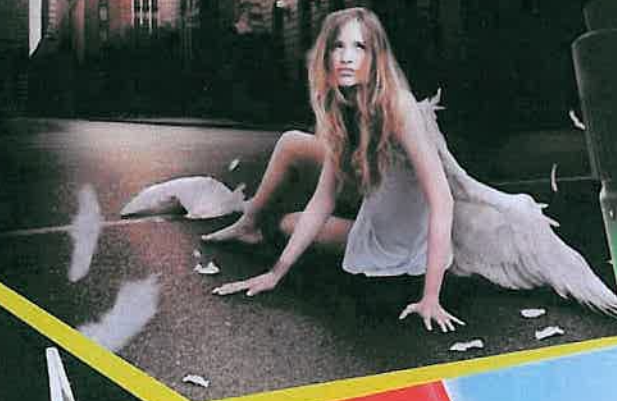


THE **BEST** CAMPAIGNS
THAT GAVE **THORNS** TO
COMPETITION IN 2011

SAMSUNG



VODAFONE 3G
THE FUTURE IS HERE



airtel



VOLKSWAGEN

With a tough-to-pronounce German name, entering any new market is likely to be an arduous task. Way back in 1980's when German carmaker, Volkswagen entered the US car market, where 'BIG' is not just a physical reality but a philosophical belief, it was rescued by Bill Bernbach's decisive advertisements (Think Small, Lemon & After we paint the car we paint the paint) that were witty, intelligent, and truthful but more than anything else – they touched the brand like Midas.

However in India the brand was fully aware of the realities of the car market and thus its offerings reflect the demands of its customers. Today people are willing to wait for months to own a Volkswagen. Because of the low brand recall that the brand suffered initially it decided to go for 'continuous activity' in the market, knowing the lasting impact brand awareness has on the success of the brand. The brand was in serious need of brand awareness as well as reach. The fact that it enjoys a competitive position in the Indian market today is linked to the manner in which it has differentiated itself from other car manufacturers.

When Touareg & New Beetle Sedan was launched, Volkswagen employed the roadblock strategy. It did the most expensive print advertising campaign in India with a multi-crore, shutting the doors for any other brand, across all editions of 'The Times of India'.

The television commercial that captured wide public attention was the one that featured a young boy and a

Volkswagen sales executive. The boy inquires whether it would be possible for him to book various Volkswagen cars in advance, depending upon his future birthdays. The advertisement was precise and comprehensive. It not only showcased the attributes of different Volkswagen cars but also brought out with subtlety the aspirational value of Volkswagen.

One of the innovative advertising initiatives by Volkswagen was witnessed by Mumbai – a giant banner in the sky displaying the new Beetle and the Volkswagen logo, the advertisement symbolising the innovation that is employed in Volkswagen cars.

To emerge out of the clutter, Volkswagen used, first of its kind innovation for Vento sedan. 2.2 million copies of The Times of India carried a light-sensitive device weighing just a few grams and pasted on the final page of the paper's special 10-page section. What did this device do? It talked – talking advertisement. Innovation is at the heart of Volkswagen and it shines through in its marketing & advertising campaigns. According to John Hegarty (author of Hegarty on Advertising) ideas are the most egalitarian thing we do. Lutz Kothe, head of marketing at Volkswagen India, credited his 14-year-old niece Beatrix Madersbacher for giving him the idea of a 'talking' advertisement when he was on a business trip to Munich. This advertisement shows the German carmaker's efficacy in using a static medium optimally. These innovations have turned Volkswagen from Das Auto to Das Cool. 120

