



RED URBAN

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- Memo
- Note
- Letter
- Grocery List
- Press Release
- Ransom Note
- To-Do

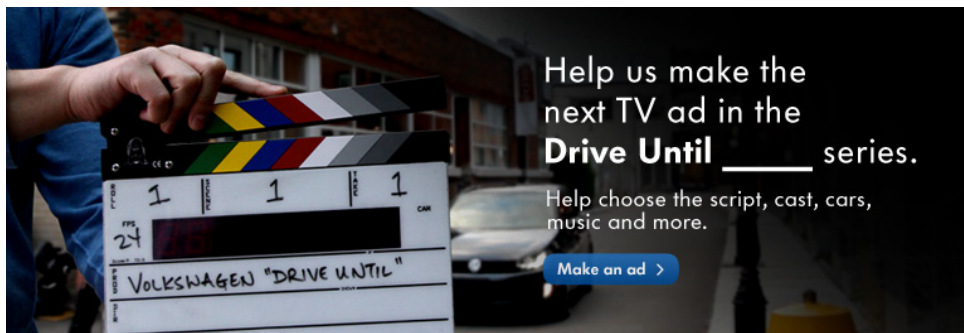
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1100 - 33 Bloor Street East
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FOR IMMEDIATE RELEASE

NEWS RELEASE

Volkswagen to create “the People’s Ad”



Volkswagen, which translates as “the People’s Car”, is collaborating with their fans to create the third installment of the recently launched “Drive Until...” campaign for the Golf. The idea is get fans involved through Facebook, letting them be a part of the creative and production process in real time. The initiative not only helps the fans create the kind of spot they’d like to see, it also gives people a glimpse “under the hood” to see the process involved in making a television ad.

The first two advertisements in the series follow a man, in his early 30s, as he takes two very important steps in his life. The first installment, “Courage”, shows the man driving his Golf around the block repeatedly, as he mentally prepares to propose to his girlfriend. When he makes up his mind and parks the car in front of his girlfriend’s house, the words “Drive until you find the courage.” appear on the screen. The second spot, “Time”, shows the same man driving around in his Golf with his three best friends the night before the wedding. As the man prepares to head into the church, the words “Drive until it’s time.” appear.

In order to complete the trilogy, Volkswagen Canada will ask fans what the next chapter in the “Drive Until...” series should be. From there, Volkswagen and advertising agency Red Urban will work with the fans to generate the script, make decisions on actors, music and a number of other key decisions.



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“While the idea of crowd-sourcing has been around for a while,” says Christina Yu, Executive Creative Director of Red Urban Canada, “the Drive Until... project encourages a different form of fan participation. We’re not simply asking people to submit an idea that we then produce, we’re extending the creative partnership we have with Volkswagen to our fans. Not only is it a really interesting thing to participate in, it democratizes the process in a way that really fits with the Volkswagen brand.”

The first advertisement in the series, “Courage” aired on May 23, 2011. The Facebook application which facilitates the “Drive Until...” collaboration goes live on June 13, 2011.

Founded in 1952, Volkswagen Canada is headquartered in Ajax, Ontario. It is the largest volume European automotive nameplate in Canada, and sells the Golf, Golf Wagon, Golf GTI, New Beetle, New Jetta, Eos, Passat, Tiguan, Routan, and Touareg through 133 independent Canadian Dealers. It is the leader in affordable TDI Clean Diesel vehicle sales in Canada, and forms part of Volkswagen Group Canada Inc., a subsidiary of Volkswagen AG headquartered in Wolfsburg, Germany.

Volkswagen is one of the world’s largest producers of passenger cars and is Europe’s largest automaker.

Red Urban, an advertising agency in Toronto, Canada, is one of Volkswagen Canada’s Agencies of Record, and a member of the Omnicom group of companies.

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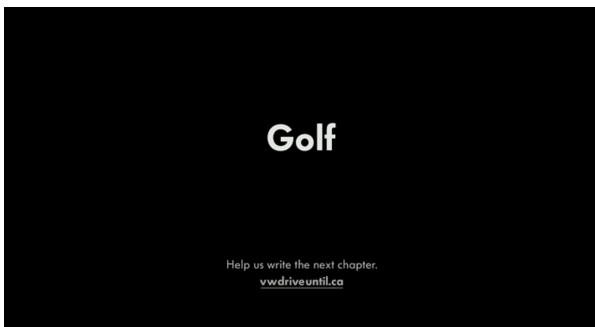
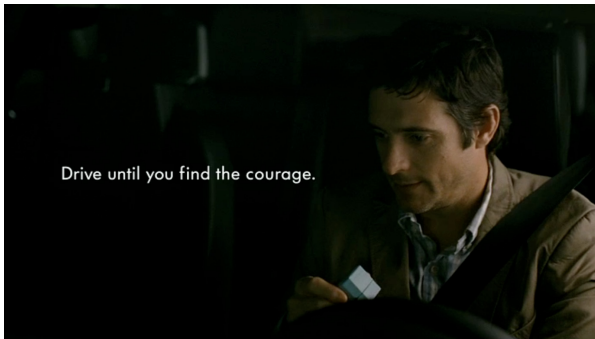
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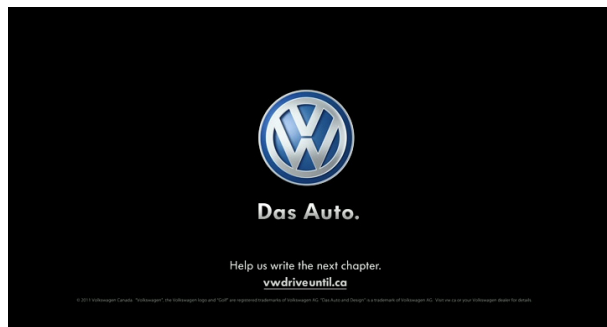
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Chapter One: Courage



Chapter Two: Time



CREDITS:

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 "Time" Music Track: "Keep The Lights On" by Wave Machines.
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