

Polowers by Volkswagen

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#INTERACT13

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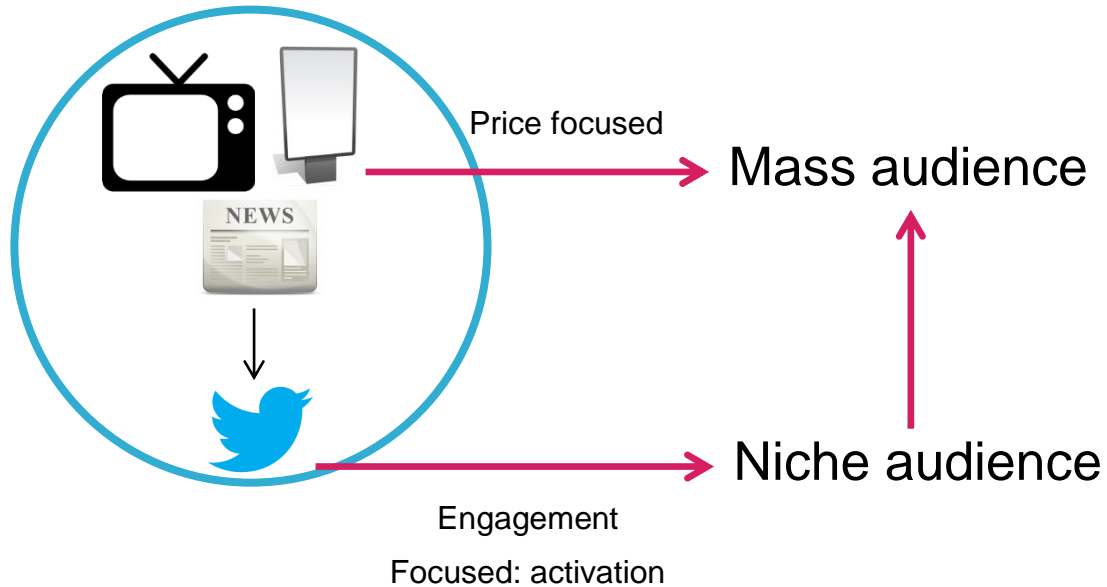


A story about selling cars



The objectives

- Support Volkswagen Polo's sales: Tactical needs.
- Create engagement and relevance with the young target.



How to engage a young target



An online experience for digital natives



The first Volkswagen race in twitter

But this race is not for everyone...

POLOWERS

By VOLKSWAGEN

HAZTE
POLOWER



FALTAN
13 DÍAS
22 HORAS
16 MINUTOS
34 SEGUNDOS

#TUFUTUROPOLO
COMPARTIR

Simple gaming mechanics

1. Sign up and we'll let you know when the race starts
2. Once the race starts whoever tweets #polowers gets on first position
3. But it had to be a fun tweet. No boring tweet would win this contest
4. Once a limited number of tweets have been achieved, the race is over
5. And whoever was on first position at that time, would win the Volkswagen Polo

Engagement results



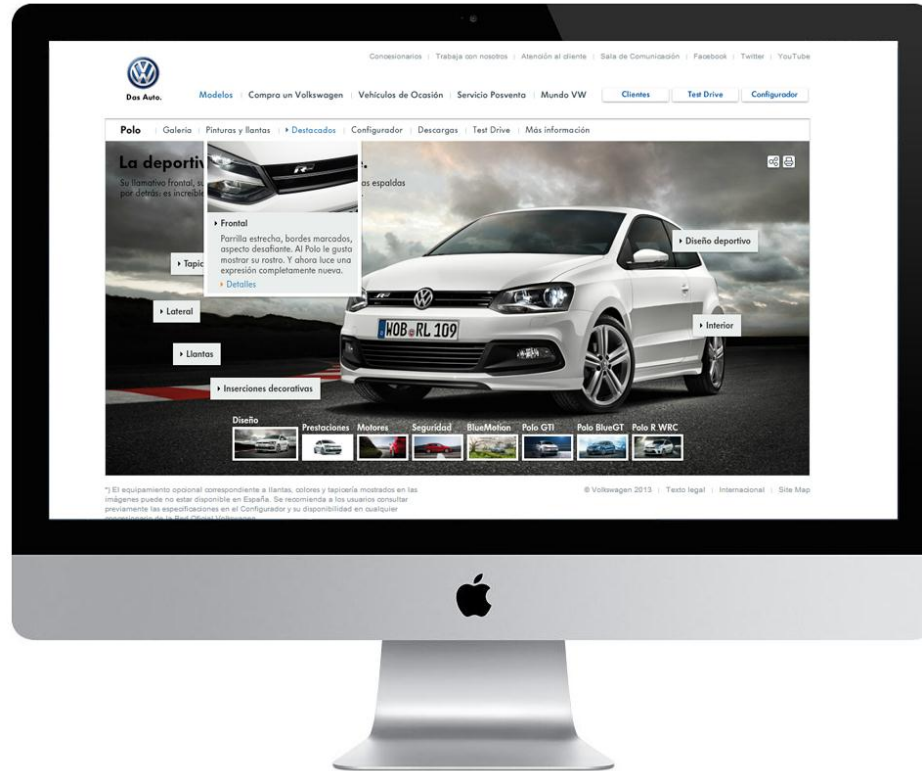
- 155.000 tweets in 8 hours
- Reached 10% of Spain's twitter audience
- Number 1 hashtag for the day
- Doubled the number of Volkswagen twitter followers



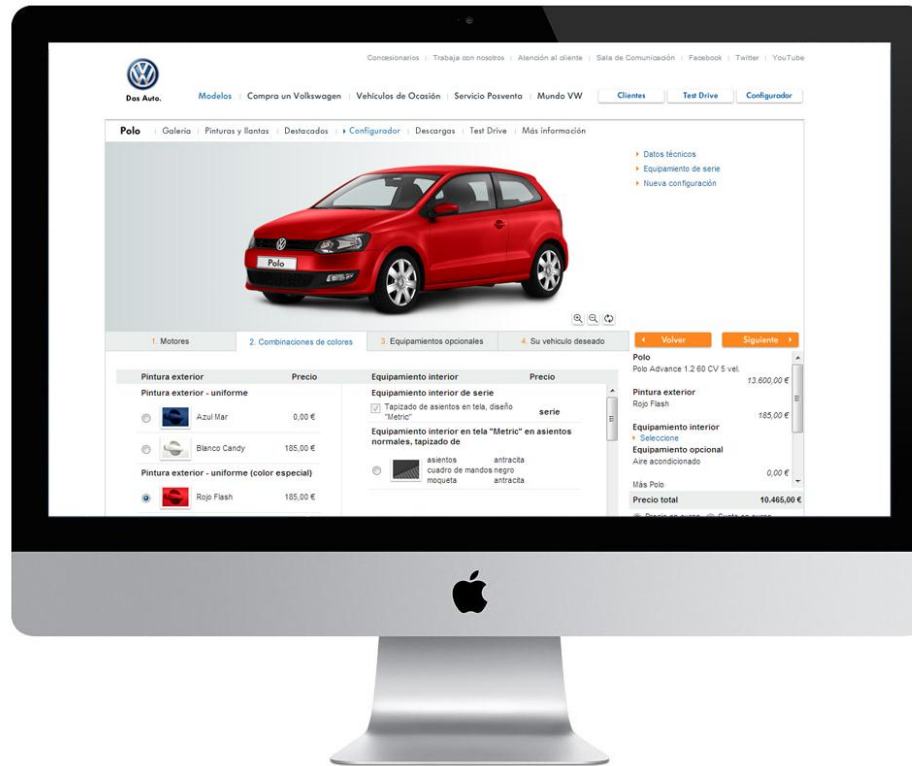
Business results



Record number of visits to the product site



Record number of car configurator visits



Sales leads to Volkswagen dealerships



Why did it work?

- Make it relevant
- An appealing incentive
- But the most important...

Make it simple, make it fun.



The Polowers remained with us after the contest

- “@VW_es We´ll continue being polowers even if we didn´t win the Polo”
- “Yesterday we lived a fierce battle, thanks for the thrill, @VW_es
- “We are all #polowers! Thanks for the game and come up with a new one soon, it’s been fun”



Two important learnings

- Focusing on engagement can lead to measurable business results
- There is a lot to be gained by brands that take risks and explore new opportunities

And the best part remains...



Yes, for one day we did beat Justin.

DDB^o

