

Use Case

Volkswagen Belgium

About

Interactive campaigns allows Volkswagen Belgium to use a tone that is both "smart" and fun when communicating with its digital audiences.

Challenges



Increase brand visibility, virality and number of fans on social media



Improve brand image and reputation



Engagement provide moments of interaction to its audience

Results

3,300

games

2,730

new profiles collected

How?

With the help of their creative agency DDB, Volkswagen Belgium has created a musical quiz without sound in which users had to guess the name of singers or bands from car images. This quiz was an opportunity for the brand to highlight its partnership with the music festival Pukkelpop by offering tickets to the winner.

