

VOLVO.

Volvo is a luxury vehicles brand and a subsidiary of the Chinese automotive company Geely. It is headquartered in Torslanda in Gothenburg, Sweden, but it is a truly global organisation: their roots are decidedly Scandinavian, but they have manufacturing, research and design operations in Europe, Asia and the Americas. Nonetheless, Volvo remains a brand that is Swedish in its core and represents Swedish values. Above all, this is its conviction that cars are not an end in themselves.

Volvo has created world-changing innovations since the first car rolled off the production line in 1927. Because Volvo innovates for people. For nearly a century it has been making life easier, better and safer with cutting-edge technology. Its bold innovations deliver a premium experience through intuitive technology and effortless solutions. The modern seatbelt. The side impact protection system. The pedestrian detection system. Today, Volvo is one of the most well-known and respected premium car brands - which sells its cars in over 100 countries - preparing for a new future that will be all-electric, autonomous and connected.

The company's strategy "Designed Around You" puts the human being at the center. It forms the framework and the guide for all business, products and corporate culture. In other words, every Volvo should make your journey more enjoyable, easier and safer. Based on this philosophy, Volvo builds vehicles in terms of safety and quality and it sets new standards and surprises again and again with innovative ideas and Scandinavian design.

Objectives

The Volvo XC60 was introduced in 2009 for the first time on the Austrian market in the segment of small to medium sized SUVs. It is the best-selling Volvo model and an essential "brand driver" not only in Austria but also worldwide. Volvo is also one of the leading premium brands with trailblazing four-wheel drive technology. The aim of the campaign was to increase the sales of the SUV flagship Volvo XC60, as well as an increase of awareness and image of the brand in Austria.

Audience Insight

- Successful professionals in middle management.
- They have a progressive mindset and are in pursuit of a premium lifestyle.
- They desire a refined city-designed and in-command SUV that will give them freedom whilst demonstrating their success and meeting their standards. They are mostly married with children.
- These people enjoy their luxury, they see it as self reward for their hard work.
- To keep fit they play golf, they ski or snowboard, and they ride bicycle or mountain bike. They also like anything related to motor sports, cars, and motorbikes.

Strategy

Just in time for the cold season and due to the harsh winter landscape in Austria, the Volvo XC60 with free four-wheel drive worth 3,600 euros was offered. A cheap leasing price should make the offer even more attractive. The campaign should also bow to the Swedish origin of the brand.

Four-wheel drive has now arrived in all car segments. But years ago, it was primarily a purely technical purpose associated with the intended use, so today it is taking into account the increasing security needs of car buyers. And: When you see how four-wheel drive is now increasingly offered even in the luxury segment, then it is quite clear that it is already regarded in the premium class as an indispensable feature and necessary image guarantee. At least when it comes to SUVs. From a brand as well as a sales point of view, these are only too good reasons for Volvo Car Austria to now offer the Volvo XC60 including free four-wheel drive. Volvo has been able to achieve great success with a similar focus in the past, so we expected a strong impetus for our top model this time as well.

Implementation

The Volvo XC60. The Swedish SUV. This mid-size SUV embodies everything that makes Volvo and its brand.

We have developed a campaign roof that not only underscores Volvo's expertise as a specialist in all-wheel-drive vehicles suitable for everyday use, but which at the same time paves the way for the Swedish heritage of the brand: "Snömobil". Due to the similarity of the German and Swedish language, the word Snömobil can easily be deduced to a very own interpretation of the winter car. Short and easy to understand. With just one word, we bring the campaign core to the point.

No matter where the wintry trip takes you - the Volvo XC60 is reliable. Snowy and steep roads are no problem with the all-wheel drive, the car is also quite affordable thanks to the attractive leasing rate offer. Completely in accordance to Volvo's aspiration to offer cars that put people first and make every journey easier, more enjoyable and safer. No matter how snowy the roads are.

The campaign was implemented throughout Austria and was adapted regionally for all Volvo partners individually. Depending on the location of the respective car dealer the advertising material such as posters and radio has been provided with the respective contact information. Not only did the campaign increase sales and dealer visits, it also enriched the brand's overall image.

