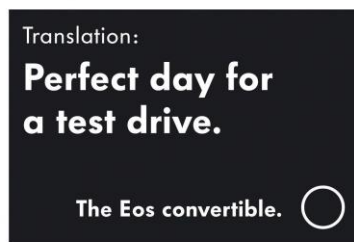


VW Eos “Shadow Poster”



Challenge

Increase the number of test drives of the new Eos convertible. Target group: Men and women between 25 and 59 years of age, better educated and better off.

Strategy

Who is more qualified for advertising a convertible than the sun itself? Therefore we got the sun to invite people for a test drive by shining through the world's first shadow poster.

Results

Everywhere we put it up, the shadow poster not only caused a stir but also increased the number of test drives by more than 12%. Thus the 2,000 Euro poster caused a positive PR in the value of about 200,000 Euros.

