



## **Power and Excitement at the Core of Volkswagen's Latest Online Ad Campaign by Tribal DDB**

*Large-scale, rich formats used to engage audience with the GTI's 'dynamic drive'*

([PRWEB](#)) February 5, 2005 -- Today, Tribal DDB launches an innovative new online advertising campaign for the launch of Volkswagen's new Golf GTI. Tribal DDB's campaign uses large-scale formats (messaging plus units (MPUs), expandable skyscrapers) that will showcase 3D animation of the new GTI. The four creative executions will run across multiple sites: MSN, GQ, Sky Sports, the Guardian, Channel 4, Yahoo and Reuters.

Catherine Woolfe, Communications Manager for Golf at Volkswagen, comments, 'Tribal has used rich formats and high quality animation for our latest high impact online campaign. Engaging our internet-savvy target audience required more than standard ad formats: Tribal's highly creative executions vividly showcase the Golf GTI's dynamic drive and offers our audience a powerful online experience.'

Tribal DDB's concept uses 3D animations of the new GTI driving in different abstract environments representing the GTI core values 'power, handling, drive and looks'. In one execution, users see the car in a tunnel and when users roll over the ad, the car drives out of the page towards the user. In another, users can interact with the ad by switching the colour of the GTI as it is driving.

Ben Clapp, Creative Director at Tribal DDB, comments, 'The new VW Golf GTI is about behind-the-wheel dynamism and excitement. We used rich formats and 3D animation to showcase the GTI in action, bringing the car alive in a way that simply cannot be achieved using standard advertising formats.'

Targeting people in their late 20s/early 30s, the campaign will run until the end of February.

### **About Tribal DDB**

Tribal DDB is a top ten international digital marketing agency, with a strong reputation for strategic thinking and excellent creative work. Tribal DDB delivers the full spectrum of digital services from online marketing, media buying and planning and strategic direction through to web design and programming.

Tribal DDB clients include: Marmite, Volkswagen, Harvey Nichols, Guardian, Nationwide, Camelot, BT Yahoo!, Philips and TUI.

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**Online Web 2.0 Version**

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